



Cognotes (PRINT) ADVERTISING INSERTION ORDER

Space Ad Reservation Due: May 11, 2018
Artwork Due: May 18, 2018

Exhibit Dates: June 22 – 25, 2018 • Ernest N. Morial Convention Center • New Orleans, LA

Exhibitor _____

Contact Name _____

Email _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

Please check ad size/type you wish to reserve. ALA Sales Department will email charges including discounts.

Cognotes

AD	SIZE** (Width x Depth)	1x Show Price	4x Show Price
Back Cover	10" x 14"	N/A	___ \$11,000
Inside Front Cover	10" x 14"	N/A	___ \$9,500
Inside Back Cover	10" x 14"	N/A	___ \$9,000
Full page B&W	10" x 14"	___ \$2,920	___ \$4,160
Full page 4-color	10" x 14"	___ \$3,495	___ \$6,410
1/2 page B&W	10" x 7"	___ \$2,015	___ \$2,870
1/2 page 4-color	10" x 7"	___ \$2,590	___ \$5,115
1/3 page B&W	7.45" x 7"	___ \$1,465	___ \$2,105
1/3 page 4-color	7.45" x 7"	___ \$2,020	___ \$4,360
1/4 page B&W	4.925" x 7"	___ \$1,295	___ \$1,860
1/4 page 4-color	4.925" x 7"	___ \$1,830	___ \$4,110
2" front page banner	10" x 2"	N/A	___ \$4,300

* Day(s) 1x Ad should run (circle those that apply):

Fri. Sat. Sun. Mon.

Prices, offers and opportunities subject to change.

INSERTION ORDER

Complete the Advertising Insertion Order and return to:
Rich Widick, Hall-Erickson, Inc.
phone: 800/752-6312, fax: 630/434-1216 or 630/756-5335
ala@heexpo.com

See payment information on page 2.
[Link for additional advertising information.](#)

<i>For Office Use Only</i>	
Subtotal:	\$ _____
15% agency discount	\$ _____
TOTAL	\$ _____

DISPLAY ADVERTISING: All display advertising is arranged in advance through the ALA Sales Office (Hall-Erickson, Inc.) All advertising copy submitted is subject to the approval of the American Library Association (ALA), as the publishers of *Cognotes*. ALA reserves the right to reject any advertising. Advertisers who do not supply artwork by the stated deadline will forfeit their space and will not receive a refund.

Cognotes

ARTWORK REQUIREMENTS & DEADLINES

Space Ad Reservation Due: **May 11, 2018**

Artwork Due: **May 18, 2018**

Advertisers who do not supply artwork by May 18, 2018 forfeit their space and will not receive a refund. Changes to ads made after May 18, 2018 will be subject to a \$300 change fee. Changes to ads will not be accepted after May 23, 2018. This includes cancellations, adding or canceling color, and ad size changes.

In addition, ad cancellations on/or after each artwork deadline date will not receive a refund.

Mechanical Specifications

- Publication trim size is: 11" x 15"
- Ad sizes (width x depth):
 - Full-page, 10" x 14"
 - 1/2 page horizontal, 10" x 7"
 - 1/3 page, 7.45" x 7"
 - 1/4 page, 4.925" x 7"
 - Banner, 10" x 2"
- There are no bleed ads in *Cognotes*. Please submit ads at actual size and do not include bleed or crop marks.
- Image quality should be a minimum of 300 dpi.
- Please submit a print-ready PDF. (InDesign, Quark, Illustrator or Photoshop application files are accepted but advertiser/agency may be billed for charges to convert such files to PDF files. If submitting an EPS file please embed/outline fonts.)
- Please include your company name and trim size in your file name.

Printer Specs:

- Paper used: 50# white offset uncoated stock.
- Four-color proof for four-color ads strongly preferred. Otherwise, Publisher is not responsible for color match.
- Ink density: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Additional 10% undercolor removal for Cyan. Type should be surprinted in areas having tint values of 30%. Four color reverses should not be smaller than 10 points and only be reversed out of areas having at least 70% tone value in black, magenta, cyan, or yellow.
- Color reproduction is assured to generally-accepted cold-web newspaper printing standards.
- Advertiser will be billed at cost for time required to prepare files to above standards.

Questions about sending artwork or need instructions for uploading art files to the ftp site? Contact:

Karen Neuharth
Hall-Erickson, Inc.
98 E. Chicago Ave., Ste. 201
Westmont, IL 60559
630/434-7779, ext. 7928
ala@heexpo.com

PAYMENT:

Payment due with order.

Make checks payable to:
American Library Association.

Send to: Doris Brown
Hall-Erickson, Inc.
98 E. Chicago Ave., Ste. 201
Westmont, IL 60559

Credit card: Check here to have invoice sent with online credit card payment information.