



## Cognotes: DIGITAL ADVERTISING INSERTION ORDER

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

### Cognotes Digital Pre-Show Issues

- Issue #1 (May) Space Ad Reservation Due: **April 13, 2018**
- Issue #1 Artwork Due: **April 17, 2018**
- Issue #2 (June) Space Ad Reservation Due: **May 23, 2018**
- Issue #2 Artwork Due: **May 25, 2018**

**Drive traffic to your booth. Take advantage of both issues discount - reserve by April 13, 2018.**

### Cognotes Digital HIGHLIGHTS Post-Show Issue

- Space Ad Reservation Due: **June 15, 2018**
- Artwork Due: **June 20, 2018**

Exhibitor \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

**Please check ad size/type you wish to reserve.**

**DIGITAL PRE-SHOW Cognotes** – all ads are 4 color and are not agency commissionable

AD	SIZE (Width x Depth)	Issue #1 (May)	Issue #2 (June)	Both Issues (20% discount)
Full page	10" x 14"	___ \$1,420	___ \$1,420	___ \$2,270
1/2 page	10" x 7"	___ \$ 870	___ \$ 870	___ \$1,390
1/4 page	4.925" x 7"	___ \$ 525	___ \$ 525	___ \$ 840

**DIGITAL POST-SHOW Cognotes** – all ads are 4 color and are not agency commissionable

AD	SIZE (Width x Depth)	Price
Full page	10" x 14"	___ \$1,420
1/2 page	10" x 7"	___ \$ 870
1/4 page	4.925" x 7"	___ \$ 525

Prices, offers and opportunities subject to change.

### INSERTION ORDER

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

*For Office Use Only*

Date received \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

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

**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.

**DIGITAL *Cognotes*  
ARTWORK REQUIREMENTS & DEADLINES**

**Pre-Show Issue #1**

Space Ad Reservation Due: **April 13, 2018**

Artwork Due: **April 17, 2018**

**Pre-Show Issue #2**

Space Ad Reservation Due: **May 23, 2018**

Artwork Due: **May 25, 2018**

**Post-Show HIGHLIGHTS Issue**

Space Ad Reservation Due: **June 15, 2018**

Artwork Due: **June 20, 2018**

*Advertisers who do not supply artwork by dates listed above forfeit their space and will not receive a refund.*

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

**Mechanical Specifications**

We can only accept .pdf files. Instructions on uploading artwork to our ftp site will be sent to you when we receive your insertion order. Artwork should be produced at 300 dpi or better.

Ad sizes: (width x depth)

- Full-page, 10" x 14"
- Half-page horizontal, 10" x 7"
- 1/4 page, 4.925" x 7"

Please submit ads at actual size with no bleed or crop marks.

**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@heiexpo.com](mailto:ala@heiexpo.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.