



# Cognotes (PRINT) ADVERTISING INSERTION ORDER

**Early Bird Space Reservation: March 1, 2019**  
**Space Ad Reservation Due: May 10, 2019**  
**Artwork Due: May 17, 2019**

Exhibit Dates: June 21 – 24, 2019 • Walter E. Washington Convention Center • Washington, D.C.

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 Reg. Price	4x show Reg. Price	1x show Early-Bird	4x show Early-Bird
Back Cover	10" x 14"	N/A	___ \$11,000	N/A	___ \$10,000
Inside Front Cover	10" x 14"	N/A	___ \$9,500	N/A	___ \$9,000
Inside Back Cover	10" x 14"	N/A	___ \$9,000	N/A	___ \$8,500
Full page B&W	10" x 14"	___ \$3,065	___ \$4,370	___ \$2,915	___ \$4,150
Full page 4-color	10" x 14"	___ \$3,670	___ \$6,730	___ \$3,485	___ \$6,395
1/2 page B&W	10" x 7"	___ \$2,115	___ \$3,015	___ \$2,020	___ \$2,865
1/2 page 4-color	10" x 7"	___ \$2,720	___ \$5,370	___ \$2,585	___ \$5,100
1/3 page B&W	7.45" x 7"	___ \$1,540	___ \$2,210	___ \$1,460	___ \$2,100
1/3 page 4-color	7.45" x 7"	___ \$2,120	___ \$4,580	___ \$2,020	___ \$4,350
1/4 page B&W	4.925" x 7"	___ \$1,360	___ \$1,950	___ \$1,290	___ \$1,850
1/4 page 4-color	4.925" x 7"	___ \$1,920	___ \$4,315	___ \$1,820	___ \$4,095
2" front page banner	10" x 2"	N/A	___ \$4,300	N/A	___ \$4,100

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

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

*For Office Use Only*

Subtotal:	\$ _____
15% agency discount	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

**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**

Early-Bird Space Ad Reservation Due:

**March 1, 2019**

Space Ad Reservation Due: **May 10, 2019**

Artwork Due: **May 17, 2019**

*Advertisers who do not supply artwork by May 17, 2019 forfeit their space and will not receive a refund.* Changes to ads made after May 17, 2019 will be subject to a \$300 change fee. Changes to ads will not be accepted after May 22, 2019. 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@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.