



**CONFERENCE PROGRAM & EXHIBIT
 DIRECTORY ADVERTISING
 INSERTION ORDER**

Early-Bird Space Ad Reservation Due: March 1, 2019
Space Ad Reservation Due: April 26, 2019
Artwork Due: May 3, 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 discount

Standard Run of Book Ads	SIZE	Regular Price	Early-Bird Price
___ Full page B&W bleed	8.75" x 11.125"	\$3,320	\$3,150
___ Full page 4-color bleed*	8.75" x 11.125"	\$5,720	\$5,430
___ Full page B&W non bleed	8" x 10.375"	\$3,015	\$2,860
___ Full page 4-color non bleed*	8" x 10.375"	\$5,200	\$4,935
___ 2/3 page (v) B&W	4.375" x 9.5"	\$2,540	\$2,415
___ 2/3 page (v) 4-color*	4.375" x 9.5"	\$4,725	\$4,890
___ 1/2 page (v) B&W	3.25" x 9.5"	\$2,160	\$2,050
___ 1/2 page (v) 4-color*	3.25" x 9.5"	\$4,340	\$4,125
___ 1/2 page (h) B&W	6.625" x 4.375"	\$2,160	\$2,050
___ 1/2 page (h) 4-color*	6.625" x 4.375"	\$4,340	\$4,125
___ 1/3 page (v) B&W	2.125" x 9.5"	\$1,920	\$1,820
___ 1/3 page (v) 4-color*	2.125" x 9.5"	\$2,970	\$2,825
___ 1/3 page (h) B&W	6.625" x 3"	\$1,920	\$1,820
___ 1/3 page (h) 4-color*	6.625" x 3"	\$2,970	\$2,825
___ 1/4 page (v) B&W	3.25" x 4.375"	\$1,565	\$1,490
___ 1/4 page (v) 4-color*	3.25" x 4.375"	\$2,510	\$2,385

*Color ads are positioned at the editor's discretion.

High-impact Placements (8.5" x 10.875" Final Size. Prices below include space and 4-color except for page facing tab)

___ 4-color Inside Front Cover	\$7,060	\$6,710
___ 4-color Page facing Inside Front Cover	\$7,060	\$6,710
___ 4-color Facing Table of Contents	\$6,640	\$6,310
___ 4-color Tab – Front or Back page	\$6,185	\$5,875
___ 4-color Page facing Tab	\$5,350	\$5,080
___ Black & White Page Facing Tab	\$3,360	\$3,195
___ 4-color Inside Back Cover	\$6,750	\$6,410
___ 4-color Back Cover	\$7,590	\$7,210

Listing Enhancements (non-commissionable)

Highlighted Exhibitor Listing: \$ 400

Logo Stopper, 3/4" x 2": \$ 500

Prices, offers and opportunities subject to change.

INSERTION ORDER Complete Insertion Order and return to:
 Rich Widick, Hall-Erickson, Inc., ala@heexpo.com
 phone: 800/752-6312, fax: 630/434-1216 or 630/756-5335
 See payment information on page 2.

For Office Use Only

Subtotal:	\$ _____
	\$ _____
15% agency discount	\$ _____
TOTAL	\$ _____

[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 the *Annual Conference Program & Exhibit Directory* 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.

CONFERENCE PROGRAM & EXHIBIT DIRECTORY ARTWORK REQUIREMENTS & DEADLINES

Early-Bird Space Ad Reservation Due:

March 1, 2019

Space Ad Reservation Due: **April 26, 2019**

Artwork Due: **May 3, 2019**

Advertisers who do not supply artwork by May 3, 2019 forfeit their space and will not receive a refund. Changes to ads made after May 3, 2019, will be subject to a \$300 change fee. Changes to ads will not be accepted after May 10, 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.

ARTWORK REQUIREMENTS

Setting up your artwork:

- Publication trim size: 8.5" x 10.875"
- BLEED AD: 8.75" x 11.125"
- NO BLEED AD: 8" x 10.375"

Submitting your artwork:

- PDF ad submission is required. Create your PDF using Standard: X-1a.
- Filename should include your company name.
- Submit artwork under 5MB to: ala@heexpo.com or for larger files please request FTP information.

Also, note:

- Recommended that ads include .25" margin from trim.
- For color ads, design in CMYK, spot colors will be converted.
- For grayscale ads, only use black ink, built black (using CMYK) will be converted.
- Color reproduction is assured to generally-accepted industry standards.

- Do not include any printers marks, crop marks, etc. in your PDF.
 - If you need assistance setting up your artwork or submitting file-types other than PDFs please contact ala@heexpo.com.

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.