



Exhibit Dates: January 24 - 27, 2014
 Pennsylvania Convention Center
 Philadelphia, PA

COGNOTES: ONLINE PRE-SHOW ADVERTISING INSERTION ORDER

Issue #1 Space Ad Res. Due: Nov. 8, 2013
Issue #1 Artwork Due: Nov. 11, 2013

Issue #2 Space Ad Res. Due: Dec. 13, 2013
Issue #2 Artwork Due: Dec. 17, 2013

Online issues of COGNOTES Show Daily will be e-mailed to members of the American Library Association in **December 2013** (Issue #1) and **January 2014** (Issue #2) in advance of the ALA Midwinter Conference & Exhibition in Philadelphia. These pre-show issues will feature editorial spotlighting guest speakers; Author Forums; Exhibitor List; Interactive floor plan; Registration reminder box; Housing information; Mobile App information and more...

Drive traffic to your booth. Take advantage of both issues by reserving by November 8, 2013.

Your ad in the online pre-show issues of COGNOTES will be seen by more than 60,000+ ALA members in **December 2013** and **January 2014** with more than **135,000+ impressions**, including Meeting Registrants and allied groups just when they are planning their meeting experience. Plus, one live link may be embedded in your ad, allowing readers to click through to your company's home page. And, your booth will be highlighted on the exhibition floor plan, providing another link to your site.

Need a low-cost alternative to drive traffic to a special event, give-away or autographing session in your booth? Try an E-ActionAd in the preview issues of COGNOTES. Designed to be printed and brought to the exhibit hall, these 1/8 page ads are only \$375 and are 4 color! Small enough to fit in your hand, yet big enough to incite action!

Firm Name: _____
 Contact Person: _____
 Phone: _____ Fax: _____
 Email: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Please check ad size/type you wish to reserve.

ONLINE PRE-SHOW COGNOTES – all ads are 4 color

AD	SIZE (Width x Depth)	Issue #1 Price	Issue #2 Price	Both Issues (20% discount)
Full page	10" x 14"	___ \$1,350	___ \$1,350	___ \$ 2,160
1/2 page	10" x 7"	___ \$ 825	___ \$ 825	___ \$ 1,320
1/4 page	4.75" x 7"	___ \$ 500	___ \$ 500	___ \$ 800
E-ActionAd	5.5" x 3"	___ \$ 375	___ \$ 375	___ \$ 600

Prices, offers and opportunities subject to change.

INSERTION ORDER

Complete the Advertising Insertion Order and return to:
 Rich Widick, Hall-Erickson, Inc.
 phone: 877/252-5180, fax: 630/434-1216, ala@heexpo.com
 See payment information on page 2.

<i>For Office Use Only</i>	
Subtotal:	\$ _____
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.

**ONLINE PRE-SHOW COGNOTES
ARTWORK REQUIREMENTS & DEADLINES**

Issue #1 Space Ad Reservation Due: **Nov. 8, 2013**

Issue #1 Artwork Due: **Nov. 11, 2013**

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Issue #2 Artwork Due: **Dec. 17, 2013**

Advertisers who do not supply artwork by dates listed above forfeit their space and 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, 4.75" x 7"
- E-ActionAd 5.5" x 3"

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, fax: 630/434-1216,
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 payments:

Amex MasterCard Visa

Amount to be charged: \$ _____

Card Number

Expiration Date

Name on Card

Signature—*This line must be signed.*