



# FINAL PROGRAM ADVERTISING INSERTION ORDER

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

**Space Ad Reservation Due: November 15, 2013**  
**Artwork Due: November 22, 2013**

Firm Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

We use a recognized or in-house advertising agency and are entitled to a 15% discount (circle one): yes no

Agency Name: \_\_\_\_\_ Rep: \_\_\_\_\_

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

**Standard Run of Book Ads**

	<b>SIZE</b>	<b>Price</b>
___ Full page B&W	8.5" x 10.875"	\$2,215
___ Full page 4-color*	8.5" x 10.875"	\$3,730
___ 2/3 page (v) B&W	4 5/8 x 9 5/8"	\$1,865
___ 2/3 page (v) 4-color*	4 5/8 x 9 5/8"	\$3,375
___ 1/2 page (v) B&W	3 3/8 x 9 5/8"	\$1,570
___ 1/2 page (v) 4-color*	3 3/8 x 9 5/8"	\$2,755
___ 1/2 page (h) B&W	7 x 4 3/8"	\$1,570
___ 1/2 page (h) 4-color*	7 x 4 3/8"	\$2,755
___ 1/3 page (v) B&W	2 1/8 x 9 5/8"	\$1,405
___ 1/3 page (h) B&W	7 x 3"	\$1,405
___ 1/3 page (v) 4-color*	2 1/8 x 9 5/8"	\$2,390
___ 1/3 page (h) 4-color*	7 x 3"	\$2,390
___ 1/4 page (v) B&W	3.375" x 4.8125"	\$1,175
___ 1/4 page (v) 4-color*	3.375" x 4.8125"	\$1,960

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

**High-impact Placement (8.5" x 10.875" Final Size)**

___ 4-color Inside Front Cover	\$6,265
___ 4-color Page opposite Inside Front Cover	\$6,265
___ 4-color Facing Table of Contents	\$6,065
___ 4-color Tab - Front or Back page	\$5,890
___ 4-color Page Facing Tab	\$4,475
___ Black & White Facing Tab	\$2,665
___ 4-color Inside Back Cover	\$5,890
___ 4-color Back Cover	\$6,750

**Bleeds** additional 10% on standard space rate only. You must indicate and pay for a bleed in order for your ad to bleed. If bleed is not specified, your ad will not bleed.

**Additional Discount** (will be calculated by ALA Sales Department)

Advertise with 1/2 page ad or larger in BOTH COGNOTES AND the Final Program: save 5%

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](mailto:ala@heexpo.com)  
 See payment information on page 2.

*For Office Use Only*

Subtotal:	\$ _____
Combo Disc.	\$ _____
15% agency disc.	\$ _____
<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 the *Midwinter Final Program*. 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.

## DEADLINES

Space Ad Reservation Due:

**November 15, 2013**

Artwork Due: **November 22, 2013**

*Advertisers who do not supply artwork by November 22, 2013 forfeit their space and 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](mailto: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](mailto: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, fax: 630/434-1216,  
[ala@heexpo.com](mailto: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.*