



**ALA ATLANTA  
MIDWINTER  
MEETING & EXHIBITS**  
*The conversation starts here...*  
**JANUARY 20-24, 2017**  
ALA American Library Association

**Cognotes: DIGITAL HIGHLIGHTS  
POST-SHOW ISSUE  
ADVERTISING INSERTION ORDER**

**Space Ad Reservation Due: January 10, 2017**  
**Artwork Due: January 13, 2017**  
*Payment due with order.*

Exhibit Dates: January 20 - 23, 2017 · Georgia World Congress Center, Atlanta, GA

The Digital HIGHLIGHTS Post-Show Issue of *Cognotes* will be e-mailed to members of the American Library Association in January 2017. This post-show HIGHLIGHTS issue will feature a wrap-up of the Midwinter Meeting. Reinforce your exhibit message with an ad in the HIGHLIGHTS issue, which will be seen by more than 60,000+ ALA members, including Meeting Registrants and allied groups.

**Winners of Youth Media Awards: reserve an ad in the HIGHLIGHTS issue promoting this prestigious honor.**

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

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

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

Email: \_\_\_\_\_

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

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

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

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

<b>AD</b>	<b>SIZE (Width x Depth)</b>	<b>Price</b>
Full page	10" x 14"	___ \$1,425
1/2 page	10" x 7"	___ \$ 875
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.  
phone: 800/752-6312, fax: 630/434-1216, 630/756-5335  
[ala@heiexpo.com](mailto:ala@heiexpo.com)

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

*See payment information on page 2.*

**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 POST-SHOW *Cognotes*  
ARTWORK REQUIREMENTS & DEADLINES**

Space Ad Reservation Due:

**January 10, 2017**

Artwork Due: **January 13, 2017**

*Advertisers who do not supply artwork by January 13, 2017 forfeit their space and will not receive a refund.*

**Mechanical Specifications**

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

Ad sizes:

- Full-page, 10" x 14" (width x depth)
- 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@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.*

\_\_\_\_\_  
Company