



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

Cognotes: DIGITAL PRE-SHOW ADVERTISING INSERTION ORDER

Issue #1 Space Ad Res. Due: November 18, 2016
Issue #1 Artwork Due: November 22, 2016
Payment due with order.

Issue #2 Space Ad Res. Due: January 4, 2017
Issue #2 Artwork Due: January 6, 2017
Payment due with order.

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

Digital issues of *Cognotes* Show Daily will be e-mailed to members of the American Library Association in **December 2016** (Issue #1) and **January 2017** (Issue #2) in advance of the ALA Midwinter Conference & Exhibits in Atlanta. 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 18, 2016.

Your ad in the digital pre-show issues of *Cognotes* will be seen by more than 60,000+ ALA members in **December 2016** and **January 2017** 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.

Firm Name: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Please check ad size/type you wish to reserve.

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

AD	SIZE (Width x Depth)	Issue #1 Price	Issue #2 Price	Both Issues (20% discount)
Banner Ad – bottom of page 1, 2" x 10"		___ \$1,840	___ \$1,840	___ \$ 2,940
Full page	10" x 14"	___ \$1,425	___ \$1,425	___ \$ 2,280
1/2 page	10" x 7"	___ \$ 875	___ \$ 875	___ \$ 1,400
1/4 page	4.925" x 7"	___ \$ 525	___ \$ 525	___ \$ 840

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@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.

**DIGITAL PRE-SHOW *Cognotes*
ARTWORK REQUIREMENTS & DEADLINES**

Issue #1 Space Ad Reservation Due:

November 18, 2016

Issue #1 Artwork Due: **November 22, 2016**

Issue #2 Space Ad Reservation Due:

January 4, 2017

Issue #2 Artwork Due: **January 6, 2017**

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 submitting artwork 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, 4.925" x 7"
- Banner Ad, 2" x 10"

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@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 payments:

Amex MasterCard Visa

Amount to be charged: \$ _____

Card Number

Expiration Date

Name on Card

Signature—*This line must be signed.*

Company