



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

FINAL PROGRAM ADVERTISING INSERTION ORDER

Space Ad Reservation Due: November 21, 2016
Artwork Due: December 2, 2016

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

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

	SIZE	Price
___ Full page B&W bleed	8.5" x 10.875"	\$2,610
___ Full page 4-color bleed*	8.5" x 10.875"	\$4,240
___ Full page B&W non bleed	8" x 10.375"	\$2,370
___ Full page 4-color non bleed*	8" x 10.375"	\$4,000
___ 2/3 page (v) B&W	4.375" x 9.5"	\$2,000
___ 2/3 page (v) 4-color*	4.375" x 9.5"	\$3,615
___ 1/2 page (v) B&W	3.25" x 9.5"	\$1,680
___ 1/2 page (v) 4-color*	3.25" x 9.5"	\$2,950
___ 1/2 page (h) B&W	6.625" x 4.375"	\$1,680
___ 1/2 page (h) 4-color*	6.625" x 4.375"	\$2,950
___ 1/3 page (v) B&W	2.125" x 9.5"	\$1,505
___ 1/3 page (h) B&W	6.625" x 3"	\$1,505
___ 1/3 page (v) 4-color*	2.125" x 9.5"	\$2,560
___ 1/3 page (h) 4-color*	6.625" x 3"	\$2,560
___ 1/4 page (v) B&W	3.25" x 4.375"	\$1,260
___ 1/4 page (v) 4-color*	3.25" x 4.375"	\$2,100

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

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

___ 4-color Inside Front Cover	\$6,390
___ 4-color Page facing Inside Front Cover	\$6,390
___ 4-color Facing Table of Contents	\$6,185
___ 4-color Tab – Front or Back page	\$6,005
___ 4-color Page Facing Tab	\$4,560
___ Black & White Facing Tab	\$2,715
___ 4-color Inside Back Cover	\$6,005
___ 4-color Back Cover	\$6,885

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 or 630/756-5335,
ala@heixpo.com

See payment information on page 2.

<i>For Office Use Only</i>	
Subtotal:	\$ _____
15% agency disc.	\$ _____
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 the *Midwinter Meeting 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.

**FINAL PROGRAM
ARTWORK REQUIREMENTS & DEADLINES**

Space Ad Reservation Due: **November 21, 2016**

Artwork Due: **December 2, 2016**

Advertisers who do not supply artwork by December 2, 2016 forfeit their space and will not receive a refund. Changes to ads made after December 2, 2016, will be subject to a \$300 change fee. Changes to ads will not be accepted after December 9, 2016. This includes cancellations, adding or canceling color, and ad size changes.

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 payments:

Amex MasterCard Visa

Amount to be charged: \$ _____

Card Number

Expiration Date

Name on Card

Signature—*This line must be signed.*

Company