



# Cognotes (PRINT) ADVERTISING INSERTION ORDER

**Early Bird Space Reservation: August 25, 2017**  
**Space Ad Reservation Due: January 5, 2018**  
**Artwork Due: January 12, 2018**

Exhibit Dates: February 9 – 12, 2018 • Colorado Convention Center • Denver, CO

Exhibitor \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

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.

**Cognotes**

AD	SIZE** (Width x Depth)	1x show Reg. Price	4x show Reg. Price	1x show Early-Bird	4x show Early-Bird
Back Cover	10" x 14"	N/A	___ \$9,300	N/A	___ \$8,900
Inside Front Cover	10" x 14"	N/A	___ \$8,400	N/A	___ \$8,000
Inside Back Cover	10" x 14"	N/A	___ \$8,100	N/A	___ \$7,700
Full page B&W	10" x 14"	___ \$2,250	___ \$3,410	___ \$2,140	___ \$3,245
Full page 4-color	10" x 14"	___ \$2,750	___ \$5,385	___ \$2,615	___ \$5,115
1/2 page B&W	10" x 7"	___ \$1,620	___ \$2,250	___ \$1,545	___ \$2,140
1/2 page 4-color	10" x 7"	___ \$2,110	___ \$4,230	___ \$2,010	___ \$4,020
1/3 page B&W	7.45" x 7"	___ \$1,160	___ \$1,710	___ \$1,110	___ \$1,620
1/3 page 4-color	7.45" x 7"	___ \$1,655	___ \$3,680	___ \$1,570	___ \$3,495
1/4 page B&W	4.925" x 7"	___ \$ 990	___ \$1,510	___ \$ 940	___ \$1,440
1/4 page 4-color	4.925" x 7"	___ \$1,480	___ \$3,475	___ \$1,410	___ \$3,300
2" front page banner	10" x 2"	N/A	___ \$4,000	N/A	___ \$3,800

\* Day(s) 1x Ad should run (circle those that apply):      Fri.    Sat.    Sun.    Mon.

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@heexpo.com](mailto:ala@heexpo.com)

See payment information on page 2.  
[Link for additional advertising information.](#)

For Office Use Only	
Subtotal:	\$ _____
15% agency discount	\$ _____
<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 *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.

### ***Cognotes***

#### **ARTWORK REQUIREMENTS & DEADLINES**

Early-Bird Space Ad Reservation Due:

**August 25, 2017**

Space Ad Reservation Due: **January 5, 2018**

Artwork Due: **January 12, 2018**

*Advertisers who do not supply artwork by January 12, 2018 forfeit their space and will not receive a refund.* Changes to ads made after January 12, 2018 will be subject to a \$300 change fee. Changes to ads will not be accepted after January 12, 2018. This includes cancellations, adding or canceling color, and ad size changes.

**In addition, ad cancellations on/or after January 12, 2018 will not receive a refund.**

#### **Mechanical Specifications**

- Publication trim size is: 11" x 15"
- Ad sizes (width x depth):
  - Full-page, 10" x 14"
  - 1/2 page horizontal, 10" x 7"
  - 1/3 page, 7.45" x 7"
  - 1/4 page, 4.925" x 7"
  - Banner, 10" x 2"
- There are no bleed ads in *Cognotes*. Please submit ads at actual size and do not include bleed or crop marks.
- Image quality should be a minimum of 300 dpi.
- Please submit a print-ready PDF. (InDesign, Quark, Illustrator or Photoshop application files are accepted but advertiser/agency may be billed for charges to convert such files to PDF files. If submitting an EPS file please embed/outline fonts.)
- Please include your company name and trim size in your file name.

#### **Printer Specs:**

- Paper used: 50# white offset uncoated stock.

- Four-color proof for four-color ads strongly preferred. Otherwise, Publisher is not responsible for color match.
- Ink density: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Additional 10% undercolor removal for Cyan. Type should be surprinted in areas having tint values of 30%. Four color reverses should not be smaller than 10 points and only be reversed out of areas having at least 70% tone value in black, magenta, cyan, or yellow.
- Color reproduction is assured to generally-accepted cold-web newspaper printing standards.
- Advertiser will be billed at cost for time required to prepare files to above standards.

#### **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](mailto: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