



# Cognotes: DIGITAL ADVERTISING INSERTION ORDER

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

## Cognotes Digital Pre-Show Issues

- Issue #1 (December) Space Ad Reservation Due: **November 13, 2017**
- Issue #1 Artwork Due: **November 20, 2017**
- Issue #2 (January) Space Ad Reservation Due: **December 29, 2017**
- Issue #2 Artwork Due: **January 5, 2018**

Drive traffic to your booth. *Take advantage of both pre-show issues with a 20% discount - reserve by November 13, 2017.*

## Cognotes Digital HIGHLIGHTS Post-Show Issue

- Space Ad Reservation Due: **February 2, 2018**
- Artwork Due: **February 7, 2018**

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

Exhibitor \_\_\_\_\_

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

Email \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

**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 (Dec.)	Issue #2 (Jan.)	Both Issues (20% discount)
Full page	10" x 14"	___ \$1,420	___ \$1,420	___ \$2,270
1/2 page	10" x 7"	___ \$ 870	___ \$ 870	___ \$1,390
1/4 page	4.925" x 7"	___ \$ 525	___ \$ 525	___ \$ 840

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

AD	SIZE (Width x Depth)	Price
Full page	10" x 14"	___ \$1,420
1/2 page	10" x 7"	___ \$ 870
1/4 page	4.925" x 7"	___ \$ 525

Prices, offers and opportunities subject to change.

*For Office Use Only*

Date received \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## INSERTION ORDER

Complete the Advertising Insertion Order and return to:

Rich Widick, Hall-Erickson, Inc., [ala@heexpo.com](mailto:ala@heexpo.com)

phone: 800/752-6312, fax: 630/434-1216 or 630/756-5335

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

**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 *Cognotes*  
ARTWORK REQUIREMENTS & DEADLINES**

**Pre-Show Issue #1**

Space Ad Reservation Due: **November 13, 2017**

Artwork Due: **November 20, 2017**

**Pre-Show Issue #2**

Space Ad Reservation Due: **December 29, 2017**

Artwork Due: **January 5, 2018**

**Post-Show HIGHLIGHTS Issue**

Space Ad Reservation Due: **February 2, 2018**

Artwork Due: **February 7, 2018**

*Advertisers who do not supply artwork by dates listed above forfeit their space and will not receive a refund.*

***In addition, ad cancellations on/or after each artwork deadline date will not receive a refund.***

**Mechanical Specifications**

We can only accept .pdf files. Instructions on uploading artwork to our ftp site 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"

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](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