



MIDWINTER MEETING GUIDE & EXHIBIT DIRECTORY ADVERTISING INSERTION ORDER

Space Ad Reservation Due: December 11, 2017
Artwork Due: December 18, 2017

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 discount
Standard Run of Book Ads

	SIZE	Price
<input type="checkbox"/> Full page B&W bleed	8.75" x 11.125"	\$2,610
<input type="checkbox"/> Full page 4-color bleed*	8.75" x 11.125"	\$4,240
<input type="checkbox"/> Full page B&W non bleed	8" x 10.375"	\$2,370
<input type="checkbox"/> Full page 4-color non bleed*	8" x 10.375"	\$4,000
<input type="checkbox"/> 2/3 page (v) B&W	4.375" x 9.5"	\$2,000
<input type="checkbox"/> 2/3 page (v) 4-color*	4.375" x 9.5"	\$3,615
<input type="checkbox"/> 1/2 page (v) B&W	3.25" x 9.5"	\$1,680
<input type="checkbox"/> 1/2 page (v) 4-color*	3.25" x 9.5"	\$2,950
<input type="checkbox"/> 1/2 page (h) B&W	6.625" x 4.375"	\$1,680
<input type="checkbox"/> 1/2 page (h) 4-color*	6.625" x 4.375"	\$2,950
<input type="checkbox"/> 1/3 page (v) B&W	2.125" x 9.5"	\$1,505
<input type="checkbox"/> 1/3 page (h) B&W	6.625" x 3"	\$1,505
<input type="checkbox"/> 1/3 page (v) 4-color*	2.125" x 9.5"	\$2,560
<input type="checkbox"/> 1/3 page (h) 4-color*	6.625" x 3"	\$2,560
<input type="checkbox"/> 1/4 page (v) B&W	3.25" x 4.375"	\$1,260
<input type="checkbox"/> 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

<input type="checkbox"/> 4-color Inside Front Cover	\$6,390
<input type="checkbox"/> 4-color Page facing Inside Front Cover	\$6,390
<input type="checkbox"/> 4-color Facing Table of Contents	\$6,185
<input type="checkbox"/> 4-color Tab – Front or Back page	\$6,005
<input type="checkbox"/> 4-color Page Facing Tab	\$4,560
<input type="checkbox"/> Black & White Facing Tab	\$2,715
<input type="checkbox"/> 4-color Inside Back Cover	\$6,005
<input type="checkbox"/> 4-color Back Cover	\$6,885

Prices, offers and opportunities subject to change.

INSERTION ORDER Complete Insertion Order and return to:
Rich Widick, Hall-Erickson, Inc., ala@heiexpo.com
phone: 800/752-6312, fax: 630/434-1216 or 630/756-5335
See payment information on page 2.

[Link for additional advertising information.](#)

For Office Use Only

Subtotal:	\$ _____
	\$ _____
15% agency discount	\$ _____
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 Guide & Exhibit Directory* 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.

**CONFERENCE PROGRAM & EXHIBIT DIRECTORY
ARTWORK REQUIREMENTS & DEADLINES**

Space Ad Reservation Due: **December 11, 2017**

Artwork Due: **December 18, 2017**

Advertisers who do not supply artwork by December 18, 2017 forfeit their space and will not receive a refund. Changes to ads made after December 18, 2017, will be subject to a \$300 change fee. Changes to ads will not be accepted after December 20, 2017. This includes cancellations, adding or canceling color, and ad size changes.

In addition, ad cancellations on/or after December 18, 2017 will not receive a refund.

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