



Cognotes: DIGITAL ADVERTISING INSERTION ORDER

Exhibit Dates: January 25 – 28, 2019 · Washington State Convention Center, Seattle, WA

Cognotes Digital Issue #2 (January)

- Space Ad Reservation Due: **December 20, 2018**
- Artwork Due: **January 4, 2019**

Cognotes Digital HIGHLIGHTS Post-Show Issue

- Space Ad Reservation Due: **January 7, 2019**
- Artwork Due: **January 11, 2019**

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

Take advantage of a 20% discount. Advertise in both Issue #2 (January) and the HIGHLIGHTS post-show issue - reserve by December 20, 2018.

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 #2 (Jan.)	Post-Show Issue	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

*reserve in both issues by December 20, 2018 to qualify for 20% discount
Prices, offers and opportunities subject to change.

INSERTION ORDER

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

For Office Use Only

Date received _____

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 *Cognotes*
ARTWORK REQUIREMENTS & DEADLINES**

Pre-Show Issue #2 (January)

Space Ad Reservation Due: **December 20, 2018**

Artwork Due: **January 4, 2019**

Post-Show HIGHLIGHTS Issue

Space Ad Reservation Due: **January 7, 2019**

Artwork Due: **January 11, 2019**

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

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: Check here to have invoice sent with online credit card payment information.