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

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE (Width x Depth)</th>
<th>Issue #2 (Jan.)</th>
<th>Post-Show Issue</th>
<th>Both Issues (20% discount*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>10” x 14”</td>
<td>___ $1,420</td>
<td>___ $1,420</td>
<td>___ $2,270</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10” x 7”</td>
<td>___ $ 870</td>
<td>___ $ 870</td>
<td>___ $1,390</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4.925” x 7”</td>
<td>___ $ 525</td>
<td>___ $ 525</td>
<td>___ $ 840</td>
</tr>
</tbody>
</table>

*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@heiexpo.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.