



Final Program Advertising

California Library Association Annual Conference & Exhibition
November 2 - 4, 2017 • Riverside, CA • Riverside Convention Center

For the 2017 California Library Association conference, we will be offering a program that will be available exclusively online. The *CLA Conference Final Program* is used by conferees and serves as a reference tool for librarians long after the show has ended. The Final Program includes the Exhibits Directory. And for the first time, all exhibitors who purchase exhibit space or advertise in the online conference program will also be listed in the conference app, which will be available to all conferees. *And as an added bonus, for each ad purchased for the online program, you will receive one complimentary "push" notification from the official conference app that will be sent to all conferees during the conference!* (Additional push notifications may be purchased separately.) Final Program advertising is limited to exhibitors only.

Space Ad Reservations: Act Now!
Artwork Due: 9/22/2017

DISPLAY ADVERTISING

All display advertising is arranged in advance through the CLA Sales Office (Hall-Erickson, Inc.) All advertising copy submitted is subject to the approval of the California Library Association (CLA), as the publisher of the *CLA Conference Program*. CLA reserves the right to reject any advertising. Advertisers who do not supply artwork by above stated deadlines forfeit their space and will not receive a refund.

ARTWORK: Mechanical Specifications

Trim Size: 8.5 x 11 saddle-stitched

Bleed Page Size: 8.75 x 11.25 (live area 8.5 x 11)

For artwork with a bleed, please add 0.125" on all borders

Preferred Materials: Digital files, using a professional design program, such as In-Design.

Ad Submission: Provide a high-resolution PDF or EPS file. Provide all fonts (printer and screen) and linked high-resolution artwork (300dpi or above). All fonts **MUST** be embedded (True Type fonts cannot be used for Printing). The color space must be CMYK or Grayscale. No RGB, LAB or embedded color

profiles (such as ICC profiles). No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors **MUST** be converted to CMYK. Ads may be emailed, FTP'd or sent on a disk.

Alterations: Advertisers will be billed for all production work required at cost plus 10%.

QUESTIONS?

Patrick Filippelli
Hall-Erickson, Inc., 98 E. Chicago Ave
Westmont, IL 60559, 630/434-7779, fax: 630/434-1216
cla@heexpo.com

CANCELLATIONS: Cancellations are not accepted after the closing date for space reservations. Cover insertion orders/special positions may not be cancelled.

PAYMENT: Full payment is due with insertion order. Send payment with insertion order to the address below.

Please fax to 630/434-1216 prior to mailing.

Make checks payable to: California Library Association. Send to:
California Library Association
1055 E. Colorado Blvd., 5th Floor
Pasadena, CA 91106

Credit Card payments: Amex MasterCard Visa

Card Number: _____

Amount to be charged: \$ _____

Exp. date: _____ Security code: _____

Name on card: _____

Signature—*This line must be signed*

Company Name: _____

Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

FINAL PROGRAM ADVERTISING

AD	SIZE	PRICE:	QUANTITY	TOTAL
<u>Standard Ads</u>				
Full page	8.5" w x 11" h	\$400	_____	\$ _____
Half page horizontal	8.5" w x 5.5" h	\$250	_____	\$ _____
Half page vertical	4.25" w x 11" h	\$250	_____	\$ _____

FINAL PROGRAM ADVERTISING TOTAL

\$ _____

Prices, offers and opportunities subject to change. Cancellations are not accepted after the closing date for space reservations. Cover insertion orders/special positions may not be cancelled.