



Official Conference Advertising

California Library Association Annual Conference & Exhibition
November 9 - 11, 2018 • Santa Clara, CA • Santa Clara Convention Center

The *CLA Mobile App* is the go-to resource for conference attendees. Official Conference Advertisers will have their ad accessible from the *CLA Mobile App*. Mobile App ads will be linked to from vendor's logo within the app. Advertisers will also have their ad appear in the *CLA Official Program in PDF format*. Advertising is limited to exhibitors only.

Space Ad Reservations: Act Now!
Artwork Due: October 12, 2018

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 Mobile App* and *CLA Official Program in PDF format*. 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

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.

Send artwork to Lauren Takeda at ltakeda@cla-net.org.

COMPANY LOGO

Please send your company logo to Lauren Takeda at ltakeda@cla-net.org.

Logo Specifications

- Vector artwork
- Adobe Illustrator CS6, CC 2014 .ai, .eps, Adobe Photoshop CS6, CC 2014 .jpg (High Quality), .psd
- at least 100dpi at final size
- Turn all fonts to outlines or convert to paths before sending the files. If you are using a program where this is not an option, **YOU MUST INCLUDE ALL FONTS** with your files. OTF (open type fonts) are preferred.

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

QUESTIONS?

Patrick Filippelli, Exhibition Management
phone: 630/434-7779, fax: 630/434-1216, cla@heiexpo.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. Check here to have invoice sent.

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	\$595	_____	\$ _____
Half page horizontal	8.5" w x 5.5" h	\$495	_____	\$ _____
Half page vertical	4.25" w x 11" h	\$495	_____	\$ _____
Quarter page vertical	4.25" w x 5.5" h	\$350	_____	\$ _____
<u>Special Positions – full page only</u>				
Inside Front cover		\$1,075		\$ _____
Inside Back cover		\$900		\$ _____
Outside Back cover		\$1,400		\$ _____
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.