



## MLA'17 Dream Dare Do

MAY 26-31 • SEATTLE, WA  
www.mlanet.org | #mlanet17

Medical Library Association Annual Meeting & Exhibition

# MLA '17 Marketing Opportunities

Visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing) to view samples of some of these marketing tools and to find other opportunities to reach MLA's highly targeted, tech-savvy audience of health information professionals. Contact Barbara Redmond for additional information: [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).

### **Preliminary Program**

**Space reservation: November 17, 2016**

**Artwork: December 7, 2016**

Mailed in January to the entire MLA membership and related markets, the *Preliminary Program* contains an overview of the annual meeting, registration and travel information, continuing education courses, and dates of all key events. Used so often, it frequently accompanies attendees to the annual meeting.

### **Official Program**

**Space reservation: April 14, 2017**

**Artwork: April 25, 2017**

The *Official Program* is packed with the last-minute details for meeting attendees, and it is distributed onsite to approximately 1,500 registrants. It includes daily programs, vendor showcases and seminars, exhibitor listings, and more.

### **Pocket Program (exclusive)**

**Space reservation: April 14, 2017**

**Artwork: April 25, 2017**

This booklet, sized to fit inside the meeting badge holder, provides essential at-a-glance information for meeting attendees. Put information about your products on a piece attendees will look at throughout the day. The *Pocket Program* will be distributed to approximately 1,500 attendees at the meeting site. Sponsorship includes 2 cover ads (inside front cover and back cover) and logo on front cover.

### **Hotel Custom Room Key Card (exclusive)**

Place your message, graphic, and logo in everyone's hands! Cards will be distributed from the hotel registration desk.

### **E-Newsletter Sponsorship Leading Up to the Meeting (MLA-FOCUS)**

More than 2,800 members subscribe to the twice-monthly MLA-FOCUS, one of MLA's most important communication vehicles. MLA-FOCUS reports on association news with links to articles, issues, and events of interest to health information professionals. Your 50-word message and website link—or banner ad—will appear at the height of annual meeting season, March–May.

### **Preregistrants Mailing List**

Direct mail is still a simple and effective way to get your message out to approximately 1,000 preregistered attendees. A final, post-meeting list is also available in June.

### **Preregistration Email Service**

Reach preregistered attendees through our email blast service. Email service will be available from May 1, through May 19 just before most attendees leave for the meeting. All messages must be received 2 weeks in advance. Web specifications apply.

### **Attendee Bag Insert**

Each attendee receives a free meeting portfolio—the perfect vehicle to insert your invitations, announcements, raffle drawings, etc. Certain size and page-length restrictions apply.

(Find order form & terms on back side.) ---->

# MLA '17 MARKETING OPPORTUNITIES ORDER FORM

## PRELIMINARY PROGRAM

(Space reservation Nov. 17 artwork Dec. 7)

I wish to reserve advertising space in the **Preliminary Program**.

Full-page, color x \$2,975 \_\_\_\_\_

Full-page, b&w x \$2,225 \_\_\_\_\_

Half-page, color x \$2,775 \_\_\_\_\_

Half-page, b&w x \$2,025 \_\_\_\_\_

### Full Page, color only, positions:

Inside front cover x \$3,375 \_\_\_\_\_

Inside back cover x \$3,175 \_\_\_\_\_

Back cover x \$3,525 \_\_\_\_\_

**Subtotal Preliminary Program** \$ \_\_\_\_\_

## OFFICIAL PROGRAM

(Space reservation Apr. 14 artwork Apr. 25)

I wish to reserve advertising space in the **Official Program**.

Full-page, color x \$3,500 \_\_\_\_\_

Full-page, b&w x \$2,800 \_\_\_\_\_

Half-page, color x \$3,100 \_\_\_\_\_

Half-page, b&w x \$2,300 \_\_\_\_\_

### Full Page, color only, positions:

Inside front cover x \$4,300 \_\_\_\_\_

Inside back cover x \$4,000 \_\_\_\_\_

Back cover x \$4,300 \_\_\_\_\_

Opposite TOC x \$4,150 \_\_\_\_\_

Opposite 2nd cover x \$4,300 \_\_\_\_\_

**Subtotal Official Program** \$ \_\_\_\_\_

## ADDITIONAL OPPORTUNITIES

### Hotel Room Key Card

\$7,950 \$ \_\_\_\_\_

### Pocket Program

\$4,950 \$ \_\_\_\_\_

### E-Newsletter (MLA-FOCUS)

\$5,600 (6 issues) \$ \_\_\_\_\_

### Mailing List available in April

Visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing) for required mailing list forms, samples, specs, and terms.

\$1,200 per list \$ \_\_\_\_\_

### Preregistrant Email Service available in May

1 message for \$3,600, 2 messages for \$3,100 each,

3 messages for 2,700 each \$ \_\_\_\_\_

### Attendee Bag Insert

(4-page, 8.5x11-in. max.)

\$3,500 per insert \$ \_\_\_\_\_

**Total Marketing Order** \$ \_\_\_\_\_

Invoices will be issued upon services rendered.

## REQUIRED INFORMATION

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_

TELEPHONE (INCLUDE AREA CODE) \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).



For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing).