Cognotes Digital Pre-Show Issues
- Issue #1 (May) Space Ad Reservation Due: April 17, 2020
- Issue #1 Artwork Due: April 21, 2020
- Issue #2 (June) Space Ad Reservation Due: May 27, 2020
- Issue #2 Artwork Due: May 29, 2020

Drive traffic to your booth. Take advantage of both issues discount - reserve by April 17, 2020.

Cognotes Digital HIGHLIGHTS Post-Show Issue
- Space Ad Reservation Due: June 30, 2020
- Artwork Due: July 2, 2020

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 #1 (May)</th>
<th>Issue #2 (June)</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>

**DIGITAL POST-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>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>10” x 14”</td>
<td>___ $1,420</td>
</tr>
<tr>
<td>1/2 page</td>
<td>10” x 7”</td>
<td>___ $ 870</td>
</tr>
<tr>
<td>1/4 page</td>
<td>4.925” x 7”</td>
<td>___ $ 525</td>
</tr>
</tbody>
</table>

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.
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 #1
Space Ad Reservation Due: April 17, 2020
Artwork Due: April 21, 2020

Pre-Show Issue #2
Space Ad Reservation Due: May 27, 2020
Artwork Due: May 29, 2020

Post-Show HIGHLIGHTS Issue
Space Ad Reservation Due: June 30, 2020
Artwork Due: July 2, 2020

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.