



2010 ALA MIDWINTER MEETING & EXHIBITS ADVERTISING INSERTION ORDER

Exhibit Dates: January 15 – 18, 2010 • Boston Convention & Exhibition Center • Boston, MA

FINAL PROGRAM BOOK

The *Midwinter Meeting Program* is used on-site by each conferee and serves as a reference tool for librarians long after the show has ended. Anticipated circulation is 10,000. The Final Program Book includes the Exhibits Directory.

Space Ad Reservations Due: November 18, 2009

Artwork Due: December 4, 2009

COGNOTES

Cognotes, the conference daily, provides an on-the-spot forum for your firm to raise its visibility or to announce special events. Advertise in *Cognotes* and support this member driven publication. Total anticipated circulation is 7,000 per day, with a mail "highlights" issue that mails to all 60,000+ ALA Members. All issues of *Cognotes* are archived on the ALA web site.

(<http://www.ala.org/ala/confservices/cognotes.htm>)

Space Ad Reservations Due: December 4, 2009

Artwork Due: December 11, 2009

ACTION AD BOOKLET

The ActionAd Booklet will be distributed to all meeting registrants with their credentials. This ensures that all attendees will receive and use the booklet. It is a very effective way to drive attendees to your booth and gather valuable demographic information. Use an ActionAd to let attendees quickly and accurately enter drawings in your booth, apply for discounts on orders, or trade for an author's autograph. This professionally designed booklet will include the most up-to-date exhibitor list, floor plans and schedules for activities on and around the exhibit floor. Anticipated circulation: 10,000.

Space Ad Reservations Due: December 4, 2009

Art files due: December 11, 2009

SPECIAL ADVERTISING INCENTIVES

- Reserve your *Final Program* or *Cognotes* ads by September 8: receive 5% off
- Advertise in both the *Final Program* AND *Cognotes*: receive 10% off both ads
- Agency: less 15% (does not apply to *ActionAd Coupon Booklet*)
- Exhibitors who reserve a full page ad in *Cognotes* will receive 1 "Exhibitor News" classified ad at no charge. 1 classified ad per full page ad. (Check the online Exhibitor Manual for details.)

- Advertise in both the *Final Program* AND *Cognotes*, AND *ActionAd Coupon Booklet*, AND December/January issue of *American Libraries*: receive a 50% discount on your ActionAd

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 the *Midwinter Final Program*, *Cognotes*, and the *ActionAd Booklet*. ALA 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

Please refer to the "ALA Advertising Electronic Requirements" *and* the appropriate "Electronic Ad Specifications" to obtain the specific details and instructions for submitting your artwork materials. Advertisers who do not supply artwork by the stated deadlines will forfeit their space and will not receive a refund. Note: when sending ad files via disk, do not send *Final Program* and *Cognotes* or ActionAd artwork on the same disk.

AMERICAN LIBRARIES

For advertising in *American Libraries*, contact: Brian Searles, 312/280-5282, bsearles@ala.org.

INSERTION ORDERS

Complete the Advertising Insertion Order or send an insertion letter to:

Rich Widick / Kevin Fields / Dawn Murray
Hall-Erickson, Inc.

98 E. Chicago Ave., Ste. 201

Westmont, IL 60559,

877/252-5180

fax: 630/434-1216

ala@heexpo.com

PAYMENT

Make checks payable to: American Library Association.

Send to:

Molly Sasajima

American Library Association

50 East Huron Street

Chicago, IL 60611

2010 ALA MIDWINTER MEETING & EXHIBITS ADVERTISING INSERTION ORDER

Company Name: _____

Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

We use a recognized or in-house advertising agency and are entitled to a 15% discount (circle one): yes no (must be circled in order to qualify for discount.)

Agency Name: _____

Rep: _____

Note: Agency Discounts are applicable for *Final Program* and *Cognotes* advertising only. Does not apply to *ActionAd Booklet* Advertising.

FINAL PROGRAM ADVERTISING

AD	SIZE*	PRICE	QUANTITY	TOTAL
<u>Standard Ads</u>				
Full page	8-1/2" X 10-7/8"	\$2,050	_____	\$ _____
2/3 page (v)	4-5/8" x 9-5/8"	\$1,725	_____	\$ _____
1/2 page (v)	3-3/8" x 9-5/8"	\$1,450	_____	\$ _____
1/2 page (h)	7" x 4-3/8"	\$1,450	_____	\$ _____
1/3 page (v)	2-1/8" x 9-5/8"	\$1,300	_____	\$ _____
1/3 page (h)	7" x 3"	\$1,300	_____	\$ _____
1/4 page (v)	3.375" x 4.8125"	\$1,075	_____	\$ _____

*Refer to Mechanical Specs on page 4 for additional information on ad sizes.

Color Additions:

Four-color process and two-color spot available on request for full pages only.
 Color ads are positioned at the editor's discretion unless a 25% premium is paid. \$ _____
 Two-color: additional \$1,200 \$ _____
 Standard Four-color: additional \$1,400 \$ _____

Special Positions (pricing includes Four-color)

Four-color Back Cover: additional \$4,000 \$ _____
 Four-color Inside Front Cover: additional \$3,750 \$ _____
 Four-color Inside Back Cover: additional \$3,400 \$ _____
 Black & White Page Facing Tab additional \$1,300 \$ _____
 Four-color Tab (*location at editor's discretion*): additional \$3,650 \$ _____
 Facing Table of Contents: additional \$3,750 \$ _____
 Facing Cover 2: additional \$3,750 \$ _____

Bleeds: additional 10% each \$ _____

You must indicate and pay for a bleed in order for your ad to bleed.
 If bleed is not specified, your ad will not bleed.

15% agency discount (\$ _____)

A. FINAL PROGRAM ADVERTISING TOTAL \$ _____

Prices, offers and opportunities subject to change.

ACTIONAD BOOKLET

ACTIONADS	Live Area: 5-1/2"W x 3"H	PRICE	QUANTITY	TOTAL
2 sided, Black & Blue PMS 286 C		\$510	_____	\$ _____
2 sided, Black & White		\$465	_____	\$ _____
1 sided, Black & Blue PMS 286 C		\$465	_____	\$ _____
1 sided, Black & White		\$400	_____	\$ _____

FLOOR PLAN SPONSOR (1 available) Full page ad facing floor plan. Page size is 6-1/2"W x 10-1/2"H (plus 1/8" bleed on all edges, if desired.) Live area is 5-3/4"W x 9-3/4"H. 1 sided, Black & Blue PMS 286 C, facing center spread floor plan. Company logo and booth highlighted on floor plan. Sponsor gets 1,000 copies of floor plan to distribute from booth.
 \$1,700 \$ _____

COVERS (Free ActionAd with purchase of cover.)

Front Inside, Four-color \$1,700 \$ _____
 Back Inside, Four-color \$1,600 \$ _____
 Back, Four-color \$1,900 \$ _____

B. ACTIONAD BOOKLET ADVERTISING TOTAL \$ _____

Prices, offers and opportunities subject to change. Note: No agency discounts available.

ARTWORK REQUIREMENTS & DEADLINE DATES

Midwinter Final Program

Space Ad Reservation Deadline: November 18, 2009

Artwork Due: December 4, 2009

Advertisers who do not supply artwork by December 4, 2009 forfeit their space and will not receive a refund. Changes to ads made after November 18, 2009, will be subject to a \$300 change fee. Changes to ads will not be accepted after December 4, 2009. This includes cancellations, adding or canceling color, and ad size changes.

Mechanical Specifications

Ads sent to our ftp site or on disk must adhere to the ALA Advertising Electronic Requirements. All electronic artwork must be sent with a match print. Island space is not sold in the program.

Publication final size is: 8.5" X 10.875"

Full page ads should be:

NO BLEED ADS = 7.5" X 9.875" (allows for .5 inch border)

BLEED ADS = 8.75" X 11.125" bleed

8.5" X 10.875" trim

7.5" X 9.875" live area

Note: The trim sizes of American Libraries and Booklist are smaller than the Final Program

Final Program Advertising - Electronic Ad Specifications

- All colors should be built out of CMYK process – no spot colors.
- Printed laser/hardcopy of the file itself is *required* with submission of disk or e-mail. If e-mailing a file that is not a PDF, please send the hardcopy by standard mail to the address below. If ALA Show Management does not receive a proof or hardcopy, it is not responsible for the outcome of the ad (color, fonts, text, etc.).
- Files to be created at 8.5" x 10.875" for full size ads. This must include 1/8" bleed. Type from trim must not exceed 1/4".

Cognotes

Space Ad Reservation Deadline: December 4, 2009

Artwork Due: December 11, 2009

Mechanical Specifications

Ads sent to our ftp site or on disk must adhere to the ALA Advertising Electronic Requirements. All electronic artwork must be sent with a proof, or publisher will not be responsible for reproduction accuracy. Charges for alterations to provided ad copy will be billed to the customer.

Full page size is: 10" x 14"

Publication trim size is: 11" x 15"

Note: There are no bleed ads in *Cognotes*.

Cognotes Electronic Ad Specifications

- Paper: 50# white offset uncoated stock.
- 300 dpi images or better.
- Proof of ad REQUIRED with submission of disk or e-mail. Four-color proof for four-color ads strongly preferred. Otherwise, Publisher is not responsible for color match.
- Color reproduction is assured to generally accepted industry standards for cold-web newspaper printing.
- Ink density: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Additional 10% undercolor removal for Cyan. Type should be surprinted in areas having tint values of 30%. Four color reverses should not be smaller than 10 points and only be reversed out of areas having at least 70% tone value in black, magenta or cyan.
- Ad sizes:
 - Full-page, 10" x 14" (width x depth)
 - Half-page horizontal, 10" x 7"
 - 1/3 page, 7" x 7"
 - 1/4 page, 4.75" x 7"

ActionAd Booklet

Space Ad Reservation Deadline: December 4, 2009

Art files Due: December 11, 2009

Cover ads & Floor Plan Sponsor ad:

Full page size = 6-1/2"W x 10-1/2"H

Live area = 5-3/4"W x 9-3/4"H

ActionAds—Live area: 5-1/2" W x 3" H

Ads may be sent our ftp site or on disk. All ads must adhere to the ALA Advertising Electronic Requirements. If sending a disc, one proof must accompany the disc as well as the name of a contact person and phone number. Furnished proofs are considered final unless otherwise indicated.

Digital Data: File Formats (300 dpi); EPS and PDF (fonts must be embedded or converted to outlines); TIFF

Page Layout: Quark Xpress 8 or earlier, please include a hard copy. Cover Ads & Floor Plan Sponsor Ad: Provide single page files created to the above full page size **plus a minimum 1/8" bleed on all sides**. ActionAds: Create ActionAd artwork to fit the live area size - there are no bleeds. Crop marks must be included. Reverse type should be no less than 6 pt.

Preferred Materials: CD-ROM, Mac or PC Format. Design software recommended is: Quark Xpress, Illustrator, Photoshop. Mac preferred but Windows files are also accepted.

Files should be Service Bureau ready. All images should be high resolution, including all fonts and graphics and using correct ink colors. (Spot Colors – Black and Blue PMS 286 C) PLEASE SUPPLY A COLOR PROOF WITH ALL ELECTRONIC ADVERTISING MATERIALS.

ALA ADVERTISING ELECTRONIC REQUIREMENTS

- All ads should be supplied electronically on disk or transmitted to our ftp site. Transmission protocols will be forwarded once your order is processed.
- High-Resolution Adobe PDF files *strongly preferred* with all fonts embedded. InDesign, Quark, Illustrator or Photoshop application files are accepted but advertiser/agency may be billed for charges to convert such files to Adobe PDF files.
- When saving EPS files, please be sure to include/embed all fonts.
- Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer).
- Advertiser will be billed at cost for time required to prepare files to above standards.
- **Color reproduction is assured to generally-accepted industry standards.**

Ordering Instructions: Send order forms or insertion letters to: Rich Widick, Kevin Fields or Dawn Murray, Hall-Erickson, Inc., 98 E. Chicago Ave., Ste. 201, Westmont, IL 60559, 877/252-5180, fax: 630/434-1216, ala@heexpo.com.

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, 877/252-5180, fax: 630/434-1216, ala@heexpo.com.