



Dear PLA Exhibitor:

The 2010 PLA National Conference in Portland is just months away. The Public Library Association (PLA) will once again produce a conference daily publication — *PLA Daily News*.

There are five issues — a new Interactive Electronic Preview Issue that will be e-mailed to nearly 10,000 PLA members in January; and four daily on-site printed issues published and widely distributed at the 13th National Conference in Portland in March.

*PLA Daily News* will contain news, photos and important conference information for attendees, and will provide you the opportunity to increase booth traffic, announce new products, or invite guests to special events. The Interactive Preview Issue provides an excellent opportunity to reach the entire PLA membership with live links to your Web site, and a host of options like flash, video, lead generation boxes and direct e-mail response elements that make your ad come alive.

Don't miss this opportunity to reach thousands of public librarians, trustees, and other decision-makers—reserve ad space in *PLA Daily News* today!

Contact John Carter at CustomNEWS, Inc. at (800) 627-8723, send a fax to (301) 841-0040, or e-mail [jcarter@showdailies.com](mailto:jcarter@showdailies.com). All ad materials and payment should be sent directly to CustomNEWS, Inc. at 4341 Montgomery Ave., Bethesda, MD 20814.

Thank you for your continued support of the Public Library Association. We look forward to seeing you in Portland!

Sincerely,  
Kathleen M. Hughes  
Communications Manager  
Public Library Association



**A Daily Report at the 13th National Conference of the Public Library Association — March 23–27, 2010**

## Electronic Interactive Preview Issue

**E-mailed to PLA members in January 2010**

## On-Site Printed Dailies

**Published in Portland — March 24, 25, 26 & 27**

### Guaranteed PR!

PLA Daily News will publish your company's 300-word, edited news release in every issue in which you advertise.

### Pay With Credit Card

Pay for your advertising in PLA Daily News with your Visa, Master Card, Discover or American Express.

### Premium Positions Available

Call **800-627-8723** or email [jcarter@showdailies.com](mailto:jcarter@showdailies.com) to inquire about available premium positions in these issues.

## RATES & SIZES

### Five Issue Package Rates — includes 4/C ads in all five issues, press releases

<b>Back Cover</b>	<b>9 3/4" x 14"</b>	(Includes page one logo link to ad in the Preview Issue)	<b>\$11,500</b>
<b>Front Page Strip</b>	<b>9 3/4" x 2"</b>		<b>9,750</b>

Ad Size	w x d	Online Interactive Preview (4/C)	On-site Printed Issues (B/W)			
			1X	2X	3X	4X
<b>Full Page</b>	<b>9 3/4" x 14"</b>	<b>\$1,300</b>	<b>\$1,725</b>	<b>\$2,850</b>	<b>\$3,775</b>	<b>\$4,550</b>
<b>1/2 Pg. Isl.</b>	<b>7" x 9 3/4"</b>	<b>1,050</b>	<b>1,550</b>	<b>2,600</b>	<b>3,525</b>	<b>4,200</b>
<b>1/2 Pg. Horiz.</b>	<b>9 3/4" x 7"</b>	<b>975</b>	<b>1,400</b>	<b>2,375</b>	<b>3,100</b>	<b>3,800</b>
<b>1/3 Page</b>	<b>7" x 7"</b>	<b>850</b>	<b>1,200</b>	<b>2,025</b>	<b>2,700</b>	<b>3,225</b>
<b>1/4 Page</b>	<b>4 3/4" x 7"</b>	<b>750</b>	<b>1,050</b>	<b>1,800</b>	<b>2,425</b>	<b>2,925</b>

#### Additional Costs & Features/Online Interactive Preview Issue:

\$250 – Advertiser supplies flash-incorporated materials  
 \$300 – Advertiser supplies video, up to 25Gb streamed, added to display ad  
 \$400 – Animation added to advertiser-supplied PDF, no revisions allowed  
 \$500 – Lead generation box allows readers to request more information

#### Additional Costs & Features/On-site Printed Issues:

\$750 – Four-Color, per issue  
 \$400 – Spot-Color, per issue  
 Bellybands, inserts, page one peel-off note stickers:  
 Quoted upon request (all rates are gross)

### Specifications

- Online Interactive Preview Issue – Contact us for specs for flash materials, video links, animation and lead generation options. Otherwise, please provide PDF file as indicated below.

- **Sizes** – Trim size is 11" x 15" and is printed on 50# white offset, non-glossy stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

- **Files** – High-Resolution Adobe PDF files strongly preferred and required for Preview Issue. For printed issues, TIFF, JPEG, EPS accepted. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

- **Proof** – A printed proof of the file itself is strongly

recommended with submission of disk or e-mail, by standard mail to the address which follows. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertiser will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

- **Suggestions** – For best reproduction: 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%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reverses should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

- **Other Information** – All advertising is contingent upon PLA approval. PLA Daily News will pay a standard 15 percent commission to recognized agencies. Payment and shipping information is included on the accompanying insertion order form. We reserve the right to refuse advertising and ad copy is subject to review by PLA. Collection efforts will be taken against companies that do not pay for their advertising.

- **Contact** – Send insertion orders, ad files and other correspondence c/o:

John Carter, CustomNEWS, Inc.  
 4341 Montgomery Avenue • Bethesda, MD 20814  
**800-627-8723 • FAX: 301-841-0040**

## PREVIEW & PACKAGE DEADLINES

**January 11, 2010**

## CONTACT

**John Carter • 800-627-8723 • [jcarter@showdailies.com](mailto:jcarter@showdailies.com)**



## Advertising Insertion Order

### Company

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Ad Agency (Please provide this information if appropriate)

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Ad Specifics

Num. Issues: \_\_\_\_\_ Size of Ad: \_\_\_\_\_  B/W  4/C (add color charges below)

Gross Space Cost: \$ \_\_\_\_\_ Add color charges, (if appl.): \$ \_\_\_\_\_

Add premium position charges (15% of gross space cost, if appl.): \$ \_\_\_\_\_

Total Gross Cost: \$ \_\_\_\_\_ Less Agency commission (if appl.): \$ \_\_\_\_\_

Net amount: \$ \_\_\_\_\_  Bill me  Credit Card (see below)

Special Instructions (Indicate premium positions, eligible discounts, if appl.): \_\_\_\_\_

Fax, mail or e-mail this Insertion Order

Signature \_\_\_\_\_

Date \_\_\_\_\_



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### Charge Information

Visa  MC  Discover  American Express

Account#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_ Signature \_\_\_\_\_