

# PROGRAM Advertising Contract

## Public Library Association 13th National Conference

Oregon Convention Center  
Portland, Oregon  
March 23-27, 2010



QUESTIONS: Mike Stevens, Corcoran Expositions. 312.541.0567 / mike@corcexpo.com

### PLA Conference Program Ads

Ads are black & white or 4-color.  
Covers, 2, 3, and 4, are 4-color only.

### Basic Ad Cost and Color Option

Ad costs are for black & white ads. 4-color process available on request on a cost of \$1,800 plus basic ad cost. PMS colors will be converted to 4-color process.

### Reserving Space

Please reserve advertising space in the PLA 2010 National Conference Program as indicated below: (Please indicate your preference with a checkmark.)

Position/Size	Width/Depth	Cost
<input type="checkbox"/> Center Spread	16 3/4" x 11"	\$3,850
<input type="checkbox"/> Cover 4	8 1/2" x 11" (Includes required 4-color process)	\$4,180
<input type="checkbox"/> Cover 3	8 1/2" x 11"	\$3,850
<input type="checkbox"/> Cover 2	8 1/2" x 11"	\$3,850
<input type="checkbox"/> Facing Content	7" x 9 1/2"	\$1,815
<input type="checkbox"/> Full Page	7" x 9 1/2"	\$1,485
<input type="checkbox"/> 1/2 Page Vertical	3 3/8" x 9 1/2"	\$1,078
<input type="checkbox"/> 1/2 Page Horizontal	7" x 4 5/8"	\$1,078
<input type="checkbox"/> 1/4 Page	3 3/4" x 4 5/8"	\$891
<input type="checkbox"/> Facing Welcome	7" x 9 1/2"	\$1,705

Basic Ad Cost \$ \_\_\_\_\_

4-Color Process (add \$1,800) \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

### Mechanical Requirements

Bleed No Extra Charge.  
Bleed Page is 8 3/4" x 11 1/4".  
Allow 1/4" safety area on all sides to prevent text or images from being cut off.  
Conference Program is Spiral Bound.  
**Color match prints required for accurate color reproduction. Not responsible for quality of reproduction if color proof is not provided.**  
Electronic PDF files only, fonts embedded, PDFX1A FORMAT.

### Closing Dates for Conference Program

Reservations-November 5, 2009  
Artwork Due Date-December 3, 2009  
All reservations must be accompanied by a 50% deposit with full payment due no later than November 19, 2009. No cash discounts.

Discounts-Check All That Apply

- Please give me the 15% recognized advertising agency discount.
- Please give me the 10% discount for advertising in the National Conference Program and *Public Libraries*.
- Please give me the 10% discount for advertising in the National Conference Program and *The PLA Daily News*.
- Please give me the 15% discount for also advertising in the National Conference Program, *Public Libraries*, and *The PLA Daily News*.

Name \_\_\_\_\_

Title \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

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

Company Address \_\_\_\_\_

**Payment:** (Please check the appropriate box.)

**Credit Card:**  MasterCard  Visa  American Express

Cardholder Name \_\_\_\_\_

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Check:**  Make payable to PLA.

**Mail payment to:** Public Library Association  
Department 77-3447, Chicago IL 60678  
**Send mechanicals to:** Kathleen Hughes  
Public Library Association  
50 E. Huron, Chicago IL 60611