

SPECIAL ISSUES Advertising Contract

PUBLIC LIBRARIES

Magazine The Official Journal of the Public Library Association

Page Rates Black & White*

Space	1x	3x	6x
Full page	\$1,300	\$1,248	\$1,210
2/3 page	\$1,110	\$1,066	\$1,034
1/2 page	\$909	\$872	\$846
1/3 page	\$654	\$628	\$609
1/4 page	\$546	\$524	\$508

Premium Positions

Cover	1x	3x	6x
Cover 2	\$2,300	\$2,243	\$2,201
Cover 3	\$2,235	\$2,180	\$2,141
Cover 4	\$2,365	\$2,305	\$2,262

Add 10% to quoted rates for specific placements.

Color Charges

Second Color-Process	\$460
4/C - Fractional Page	\$750
4/C - Per Page	\$870

PMS colors are not accepted.

Issuance and Closing Dates

Issue	Reservations Due	Materials Due
Nov/Dec 2009	Oct 14	Oct 28
Jan/Feb 2010	Dec 4	Dec 18
March/April 2010	Feb 12	Feb 26

Circulation Success

Circulation as of June 1, 2009

Members: 10,482

Subscribers: 715

Nonpaid: 300

Total: 11,497

PLA's most recent member survey reported that each copy of *PL* has a pass-along readership of four people -- that's nearly 48,000 readers per issue.

* Rates are subject to change.

Advertising Space Reservation Form

Please indicate below the desired issue(s) and location.

Issue(s) of Insertion _____

Color or Black & White _____

Space Size _____

Position Requested _____

Frequency Rate _____

Gross Rate _____

Discounts-Check All That Apply

Please give me the 15% recognized advertising agency discount.

Please give me the 10% discount for also advertising in the National Conference Program and/or *The PLA Daily News*.

Readership Information

Public Libraries readers are responsible for allocating library budgets; they count on *PL* to help them make smart buying decisions. Use *PL* to show librarians how your products and services meet their patron's needs.

Advertise in *PL* to Reach a Uniquely Profitable Market

Public library users include children, young adults, business professionals, leisure readers, seniors, and adult learners. To meet the diverse needs of these groups, *PL* readers purchase books in English and other languages; nonprint media; hardware and software; automation and security systems; equipment and furniture; programming supplies; and a host of other items that enhance daily library service.

Editorial

Published bimonthly, *Public Libraries* is the official journal of the Public Library Association (PLA), a division of the American Library Association. Its purpose is to address the continuing education and professional development needs of public librarians and trustees. Feature articles and regular columns deal with current issues and trends in public library service.

Return this Form to the Appropriate Sales Manager.

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Please Note: All first time advertisers outside of the United States are required to provide payment in full at the time reservations are made.