



2014 Conference Program Advertising

The PaLA Conference Program is a 50-60 page publication provided to each conference attendee. The program book is repeatedly used by conference attendees during the conference and serves as a reference tool for librarians long after the conference has ended. Program book ads are an easy way for exhibitors to increase their visibility and invite attendees to their booth for more personal attention. For those unable to exhibit, program ads provide an inexpensive way to promote your product or service to Pennsylvania librarians.

To reserve ad space, please contact Kim Snyder, kim@palibraries.org on or before **August 31, 2014**.

Ad Pricing:

- | | |
|--|--------|
| • Back Cover (7.5" x 10") | \$1200 |
| • Inside Front/Back Cover (7.5" x 10") | \$750 |
| • Full Page (7.5" x 10") | \$355 |
| • 1/2 Page (7.5" x 4.5") | \$225 |
| • 1/4 Page (3.5" x 4.5") | \$160 |
| • Business Card (3.4" x 2") | \$70 |

Note: 2014 PaLA Commercial Members are entitled to a 10% discount off exhibit booth & advertising fees.

- [Commercial Member Benefits](#)
- [Commercial Member Application Form](#)

Advertising Requirements:

- *All ads are reproduced in black & white. Two- or Four-color ads will not be accepted.*
- *High resolution PDFs are the preferred file format. They must be prepared with "press" option selected. EPS, TIFF, InDesign and Quark files are also accepted. If submitting application files, all graphics and fonts must be included.*
- *We are unable to accept files created in Microsoft Word, PowerPoint, or Publisher.*
- *Typesetting and art fees will be assessed for ads that require adjustment*

Please reserve space for an _____ (size) ad. Payment Amount: \$ _____

Company Name: _____

Telephone: _____ Email: _____

Payment is enclosed. Check # _____

Payment by credit card. VISA Mastercard Discover

Amount to be charged to the credit card below \$ _____

Account # _____ Exp Date: _____ Security Code _____

Authorized by: _____ Company: _____