

Dear AASL Exhibitors & Sponsors:

As you begin to prepare for the American Association of School Librarians 13th National Conference and Exhibition, we hope you will consider advertising in the *AASL Advocate*, the official daily newspaper of the conference.

The first issue of the *AASL Advocate* was a preview issue mailed in mid-June to more than 9,000 school library media professionals. You will find a copy of this issue posted on the AASL web site.

Three issues will be published on-site in Reno. These issues of the *AASL Advocate* will contain timely information about the conference and exhibition. It's a great way to increase booth traffic, promote new products and services, and inform attendees about events that your company plans to host. And as an added bonus, advertisers are entitled to the free publication of a 300-word press release in each issue in which they advertise. Double your exposure!

Don't Miss Out...Act Today!

- Drive traffic to your booth by highlighting new products and encouraging attendees to come check them out.
- Promote author signings, product sales and special events.
- Free publication of a 300-word press release for each ad purchase

Don't miss this excellent marketing opportunity to get your company name and booth information in front of key decision-makers. Reserve advertising space in the *AASL Advocate* today!

Advertising rates and mechanical specifications can be found in the attached PDF file. Please contact Jenn Hess of CustomNEWS, Inc. at 800-627-8723 or at jhess@showdailies.com for additional information or to inquire about premium positions.

Thank you for your continued support of the American Association of School Librarians, a division of the American Library Association. We look forward to seeing you in Reno.

Sincerely,



Cyndi Phillip
President



Julie Walker
Executive Director



Reach Annual Meeting Attendees at the Right Time

Each issue of *AASL Advocate* offers exhibitors the opportunity to reach their target audience at exactly the right time. Attendees receive the *Advocate* as they register, go to conference sessions and seminars, and enter the Exhibit Hall. These issues are produced live, on-site, featuring up-to-the-minute news and photos from the AASL National Conference.

And there's no additional charge to change your ad copy from issue to issue.

Advertising Rates and Specifications

Size	w x d	1x	2x	3x
Back Cover*	9.75" x 14"	n/a	n/a	\$3,950
Page One Strip Ad*	9.75" x 2"	n/a	n/a	SOLD
Full Page	9.75" x 14"	\$1,475	\$2,400	\$3,200
Half Island	7" x 10"	\$1,325	\$2,225	\$2,850
Half Page	10 x 7"	\$1,200	\$1,950	\$2,600
1/3 Page	7" x 7"	\$975	\$1,700	\$2,225
1/4 Page	4 3/4" x 7"	\$875	\$1,500	\$2,050

* Preference given to 4C advertisers.

• Four-color: Add \$750 per issue.

• All rates are gross rates. Appropriate agency commissions apply.

Issue Dates

Thursday,
October 25, 2007

Friday,
October 26, 2007

Saturday,
October 27, 2007

Deadlines

Onsite Issues
October 9, 2007
Insertion Order Deadline

October 15, 2007
Materials Deadline

Contact

Jenn Hess,
CustomNEWS
(800) 627-8723
jhess@showdailies.com

Specifications

• **Sizes** – Trim size is 11" wide x 15" high and printed on 50# offset (uncoated) 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 are strongly preferred, but TIFF, JPEG, EPS with clipping paths, Adobe Illustrator, and Adobe InDesign files (with all accompanying graphics and fonts) are also 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. If e-mailing the file, please send the proof by standard mail to the address listed on the insertion order form. Otherwise include it with the final package. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers 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 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 reserves 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 AASL approval. *AASL Advocate* will pay a standard 15% commission to recognized agencies.

AASL Advocate Advertising Insertion Order



Company Information

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Ad Agency Information (if applicable)

Agency: _____ Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservation

Number of Issues: _____ Ad Size: _____
Gross amount: _____ Color: B/W 4C
Agency Commission (if applicable): _____
Net Amount: _____
Payment: Bill Me Credit Card

Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: _____ Expiration Date: _____

Signature

Date

Fax or mail this Insertion Order to:
CustomNEWS
c/o Jenn Hess
4341 Montgomery Avenue
Bethesda, MD 20814
Phone: (800) 627-8723
Fax: (301) 841-0040