

# Program Advertising Contract

ACRL 13<sup>th</sup> National Conference and Exhibits • Baltimore, MD  
 Conference Dates: March 29 - April 1, 2007  
 Exhibit Dates: March 29-31, 2007



Position*	Width/Depth	Cost
X Center Spread SOLD	16 3/4" x 10 7/8"	\$2,885
X Cover IV (4-color) SOLD	8" x 10 7/8"	\$2,265
X Cover III SOLD	8" x 10 7/8"	\$1,285
X Cover II SOLD	8" x 10 7/8"	\$1,285
X Facing Table of Contents SOLD	7" x 9 1/2"	\$1,285
<input type="checkbox"/> Full Page	7" x 9 1/2"	\$1,235
<input type="checkbox"/> 1/2 page vertical	3 3/8" x 9 1/2"	\$845
<input type="checkbox"/> 1/2 page horizontal	7" x 4 5/8"	\$845

\*All ads are black and white unless otherwise stated above.

## Closing dates for conference program:

Space Reservations **December 8, 2006**  
 Camera-ready Art Due **January 5, 2007**

- All reservations must be accompanied by full payment by December 8, 2006.
- Receive a 10% discount for placing ads in both the conference program and the conference daily newspaper.
- Receive a 15% discount for placing ads in both the conference program and *C&RL News* and/or *C&RL* journal.
- Receive a 20% discount for planning ads in the conference program, conference daily newspaper, and *C&RL News* and/or *C&RL* journal.

## Send Form and Payments To:

ACRL/ALA  
 38563 Eagle Way  
 Chicago, IL 60678-1385  
 Fax: 312-541-0573

## Send Mechanicals To:

ACRL Conference Program Book Advertising  
 50 E. Huron Street  
 Chicago, IL 60611 USA  
 acrl@ala.org (Subject "Baltimore Conference Program Ad")

## Mechanical Requirements

- PDF FILES – PDF files must be prepared with all fonts embedded and colors used must be grayscale or CMYK; no RGB color.
- Quark (Versions 4 or 5), InDesign (Version 3), or PageMaker Files – All graphic files and fonts must be included. No RGB images please.
- All ads **must** include a hard copy.
- Recommended image resolution 300 dpi or higher

## Questions? Contact:

Lara Fitts Gamache, ACRL Exhibit Manager  
 Corcoran Expositions, Inc.  
 Phone: 312-541-0567; Fax: 312-541-0573; lara@corcexpo.com

Please print or type:

Company Name

Address

Address 2

City

State

Zip

Contact

Title

Phone

Email

## Check ONE only:

- I am placing ads in both the conference program and the conference daily newspaper. Please give me the 10% discount.
- I am placing ads in both the conference program and the \_\_\_\_ issue of *C&RL News* and/or *C&RL* journal. Please give me the 15% discount.
- I am placing ads in the conference program, the conference daily newspaper, and the \_\_\_\_ issue of *C&RL News* and/or *C&RL* journal. Please give me the 20% discount.
- I represent a recognized advertising agency. Please give me the agency discount of 15%.

## Payment by:

- Check (payable to the Association of College and Research Libraries)
- MasterCard  Visa  American Express

Amount \$ \_\_\_\_\_

Card number

Exp. Date

Cardholder Signature