

Program Advertising Contract

ACRL 14th National Conference and Exhibits • Seattle, WA

Conference Dates: March 12 - March 15, 2009

Exhibit Dates: March 12-14, 2009



Position*	Width/Depth**	Cost
<input checked="" type="checkbox"/> Center Spread	16 3/4" x 10 5/8"****	\$2,925
<input checked="" type="checkbox"/> Center Spread (w bleed)	17 1/4" x 11 1/4"****	\$2,925
<input checked="" type="checkbox"/> Cover IV (4-color)	8" x 10 1/2"	\$2,295
<input checked="" type="checkbox"/> Cover III	8" x 10 1/2"	\$1,295
<input checked="" type="checkbox"/> Cover II	8" x 10 1/2"	\$1,295
<input checked="" type="checkbox"/> Facing Table of Contents	7" x 9 1/2"	\$1,295
<input type="checkbox"/> Full Page	7" x 9 1/2"	\$1,265
<input type="checkbox"/> 1/2 page vertical	3 3/8" x 9 1/2"	\$875
<input type="checkbox"/> 1/2 page horizontal	7" x 4 5/8"	\$875

*All ads are black and white unless otherwise stated above.
 **Trim size is 8 1/2" x 11." Add 1/4" on all sides for bleeds, and keep live areas at least 1/4" from edges of page
 ***Allow 1" gutter for Center Spread

Closing dates for conference program:

Space Reservations **December 8, 2008**
 Camera-ready Art Due **January 5, 2009**

- All reservations must be accompanied by full payment by December 8, 2008.
- 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* (*January, February, or March 2009 issues*).
- Receive a 20% discount for planning ads in the conference program, conference daily newspaper, and *C&RL News* and/or *C&RL journal* (*January, February, or March 2009 issues*).

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 "Seattle Conference Program Ad")

Mechanical Requirements

- PDF FILES preferred – PDF files must be prepared with all fonts embedded and all files must be grayscale.
- 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
- Full-page ads smaller than specified size will be centered on page

Please print or type:

Company Name

Address

Address 2

City State Zip

Contact Title

Phone Email

Check if Applicable:

- 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

Questions? Contact:

Meagan Reichstein, ACRL Exhibit Manager
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 meagan@corcexpo.com