



California Library Association Annual Conference & Exhibition Pasadena Convention Center

Conference Dates: October 30 - November 2, 2009 • Exhibit Dates: October 30 – November 1, 2009

Advertising Opportunities

PRELIMINARY PROGRAM

The CLA Preliminary Program is emailed to the entire CLA membership, and others by request. Over 9,000 will be distributed. The Preliminary Program is posted on the CLA web site. Preliminary Program advertising is limited to exhibitors only.

Space Ad Reservation Deadline: 5/23/2009

Artwork Due: 5/30/2009

FINAL PROGRAM BOOK

The *CLA Conference Program* is used on-site by each conferee and serves as a reference tool for librarians long after the show has ended. Anticipated circulation is 2,500. The Final Program Book includes the Exhibits Directory. It is also archived on the CLA web site. Final Program advertising is limited to exhibitors only.

Space Ad Reservation Deadline: 9/10/2009

Artwork Due: 9/19/2009

CLARION, THE CALIFORNIA LIBRARY ASSOCIATION MAGAZINE

Clarion was launched in October 2005. It is a bi-yearly magazine published in April and October. The magazine is distributed to all members of CLA. Anticipated circulation is 3,000. Don't miss this opportunity to reach CLA members, and others who support California libraries.

April Issue Space Ad Res. Deadline: 2/8/2009

April Issue Artwork Due: 3/7/2009

October Issue Space Ad Res. Deadline: 8/11/2009

October Issue Artwork Due: 9/5/2009

SPECIAL ADVERTISING INCENTIVES

- Advertise in both the April *Clarion* AND the *Preliminary Program*: 5% off both ads
- Advertise in both the October *Clarion* AND the *Final Program*: 5% off both ads
- Advertise in three of the four publications: 10% off each ad
- Advertise in all four publications: 15% off each ad
- CLA Business Members receive an additional 7% discount on all paid advertising

DISPLAY ADVERTISING

All display advertising is arranged in advance through the CLA Sales Office (Hall-Erickson, Inc.) All advertising copy submitted is subject to the approval of the California Library Association (CLA), as the publishers of the *CLA Conference Program*, and *Clarion*. CLA reserves the right to reject any advertising. Advertisers who do not supply artwork by above stated deadlines forfeit their space and will not receive a refund.

ARTWORK: Mechanical Specifications

Trim Size: 8.5 x 11 saddle-stitched

Bleed Page Size: 8.75 x 11.25 (live area 7.5 x 10)
(See page 2 for all ad sizes.)

Preferred Materials: Digital files, using a professional design program, such as Quark Xpress or In-Design.

Ad Submission: Provide a high-resolution PDF, EPS or TIFF file. Provide all fonts (printer and screen) and linked high-resolution artwork (300dpi or above). Ads may be emailed, FTP'd or sent on a disk.

Color Ads: 4 color ads (CMYK) must be submitted as digital. All color ads require a color proof. However, color quality cannot be guaranteed without a high-resolution color proof.

One Color Ads: Submit as black/white artwork. Halftones should be at least 150 line screen. Actual printed color subject to the PMS color used in the publication.

Two Color Ads: Submit as separated 2-color artwork. Halftones should be at least 150-line screen. Do not use CMYK to create a 2-color ad. Actual printed colors subject to the PMS colors used in the publication.

Alterations: Advertisers will be billed for all production work required at cost plus 10%.

QUESTIONS?

Dawn Murray, Hall-Erickson, Inc.
98 E. Chicago Ave
Westmont, IL 60559,
630/434-7779, fax: 630/434-1216
cla@heexpo.com

CANCELLATIONS: Cancellations are not accepted after the closing date for space reservations. Cover insertion orders/special positions may not be cancelled.

PAYMENT: Full payment is due with insertion order. Send payment with insertion order to the address below.

Make checks payable to: California Library Association. Send to:
California Library Association
4030 Lennane Drive
Sacramento, CA 95834
Please fax to 630-434-1216 prior to mailing.

2009 CLA ANNUAL ADVERTISING INSERTION ORDER

Company Name: _____

Contact Person: _____

Phone: _____ Fax: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

PRELIMINARY PROGRAM ADVERTISING – Ads can be either 1 or 2 color (PMS 158 and/or PMS 267*)

AD	SIZE	PRICE:	QUANTITY	TOTAL
<u>Standard Ads</u>				
Full page	7" w x 9-5/8" h	\$675	_____	\$ _____
Half page horizontal	7" w x 4-3/4" h	\$540	_____	\$ _____
Half page vertical	3-3/8" w x 9-5/8" h	\$540	_____	\$ _____
Quarter page vertical	3-3/8" w x 4-3/4" h	\$395	_____	\$ _____

PRELIMINARY PROGRAM ADVERTISING TOTAL \$ _____

* PMS 158 is Orange, and PMS 267 is Purple

Prices, offers and opportunities subject to change. Cancellations are not accepted after the closing date for space reservations. Cover insertion orders/special positions may not be cancelled.

FINAL PROGRAM ADVERTISING - Ads can be either 1 or 2 color (PMS 158 and/or PMS 26*)

AD	SIZE	PRICE:	QUANTITY	TOTAL
<u>Standard Ads</u>				
Full page	7" w x 9-5/8" h	\$560	_____	\$ _____
Half page horizontal	7" w x 4-3/4" h	\$440	_____	\$ _____
Half page vertical	3-3/8" w x 9-5/8" h	\$440	_____	\$ _____
Quarter page horizontal	3-3/8" w x 4-3/4" h	\$295	_____	\$ _____

Special Positions – full page only

Inside Front cover		\$925		\$ _____
Inside Back cover		\$750		\$ _____
Outside Back cover		\$1,225		\$ _____

FINAL PROGRAM ADVERTISING TOTAL \$ _____

* PMS 158 is Orange, and PMS 267 is Purple

Prices, offers and opportunities subject to change. Cancellations are not accepted after the closing date for space reservations. Cover insertion orders/special positions may not be cancelled.

CLARION

AD	SIZE	B&W PRICE/ PDF	B&W PRICE/ OTHER CAMERA-READY	APRIL	OCT.	TOTAL
<u>Standard Ads</u>						
Full page	7" w x 9-5/8" h	\$600*	\$675*	_____	_____	\$ _____
		*+ \$500 (4-color)				
1/2 page horiz.	7" w x 4-3/4" h	\$385	\$460	_____	_____	\$ _____
1/4 page horiz.	3-3/8" w x 4-3/4" h	\$250	\$325	_____	_____	\$ _____

Special Positions (All special position ads are 4-color)

Inside Front Cover	7-1/2" w x 10" h	\$ 1,300		_____	_____	\$ _____
Inside Back Cover	7-1/2" w x 10" h	\$ 1,100		_____	_____	\$ _____
Back Cover	7-1/2" w x 10" h	\$ 1,500		_____	_____	\$ _____

Company Profile: place a 1/2 page B&W ad in the October *Clarion* and receive a 1/2 page write-up on your company. (Both items will be on the same page.) Due to space requirements, the Editors' of *Clarion* will have the right to edit any text.

1/2 page horiz.	7" w x 4-3/4" h	\$900	\$900	_____	_____	\$ _____
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Note: Companies who purchase the Back Cover, Inside Front Cover, or Inside Back Cover in the October issue will qualify for the 1/2 page write-up on their company subject to edit by *Clarion* Editors'.

CLARION ADVERTISING TOTAL \$ _____

Prices, offers and opportunities subject to change. Cancellations are not accepted after the closing date for space reservations. Cover insertion orders/special positions may not be cancelled.

PRELIMINARY PROGRAM ADVERTISING TOTAL \$ _____

FINAL PROGRAM ADVERTISING TOTAL \$ _____

CLARION ADVERTISING TOTAL \$ _____

DISCOUNTS: See page 1 less \$ _____

GRAND TOTAL \$ _____

Please fax to 630-434-1216 prior to mailing.