



Pennsylvania
Library
Association

2018 Conference

Conference Program Advertising

Each year, the PaLA Conference attracts nearly 600 library professionals from across the state. Every attendee is provided with this 50-60 page publication for use during the conference and as a handy reference tool 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.

Ad Pricing:

- Back Cover (7.5" x 10") \$1200
- Inside Front/Back Cover (7.5" x 10") \$750
- Full Page (7.5" x 10") \$495
- 1/2 Page (7.5" x 4.5") \$295
- 1/4 Page (3.5" x 4.5") \$190
- Business Card (3.5" x 2") \$95

Note: PaLA Organizational Members and PA Forward Fund Partners are entitled to a 10% discount off exhibit booth & advertising fees. [Commercial Member Benefits & Registration](#)

Ad Requirements:

- Ad layout should be exact size, with no bleeds. (Bleeds are permitted for Back Cover ads)
- All ads are reproduced in black & white. (Two- or Four-color ads are only accepted for Cover ads)
- High resolution PDFs are the preferred file format. They must be prepared with "press" option selected. EPS and TIFF 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

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

Ad copy is due by September 10.

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

Company Name: _____

Billing Address: _____

Telephone: _____ Email: _____

Payment is enclosed. Check # _____

Payment by credit card. *Circle One:* VISA Mastercard Discover Amount \$ _____

Account # _____ Exp Date: _____ Security Code _____

Authorized by: _____ Company: _____