# Advertising agreement

**Bulletin** advertising rates

<table>
<thead>
<tr>
<th></th>
<th>1 time B&amp;W</th>
<th>1 time Color</th>
<th>2 times B&amp;W</th>
<th>2 times Color</th>
<th>4 times B&amp;W</th>
<th>4 times Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$495</td>
<td>$515</td>
<td>$940</td>
<td>$980</td>
<td>$1820</td>
<td>$1900</td>
</tr>
<tr>
<td>Half page</td>
<td>$295</td>
<td>$315</td>
<td>$560</td>
<td>$600</td>
<td>$1085</td>
<td>$1165</td>
</tr>
<tr>
<td>Quarter page</td>
<td>$190</td>
<td>$210</td>
<td>$360</td>
<td>$400</td>
<td>$700</td>
<td>$780</td>
</tr>
<tr>
<td>Business card (1/8)</td>
<td>$95</td>
<td>$115</td>
<td>$180</td>
<td>$220</td>
<td>$350</td>
<td>$430</td>
</tr>
</tbody>
</table>

**Payment Method**

- Check enclosed made payable to Pennsylvania Library Association
- Visa
- MasterCard
- Discover

Card number: ________________________________
Exp. Date: ____________  CCV: ____________

Cardholder’s Name:
Cardholder’s signature:
Billing address:

**Customer information**

- Company/organization name:
- Contact person:
- Mailing address:
- City, state, zip:
- Phone number:
- Email address:

Submit this form, required information, and ad to admin@palibraries.org.

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**Ad specifications:**

**Sizes:**
- Full page: 7 ½” x 10”
- Half page: 7 ½” x 4 ½”
- Quarter page: 3 ½” x 4 ½”
- Business card: 3 ½” x 2”

**High resolution PDFs** are the preferred file format for submission. They must be prepared with “press” option selected. EPS, TIFF, InDesign, and Quark files are also accepted. If submitting application files, all graphics and fonts must be included.

The **Bulletin** is published online 4 times per year:
- January/February/March
- April/May/June
- July/August/September
- October/November/December

All advertising must be paid in advance. A link to the issue will be sent upon publication. All ads must comply with listed specifications.

Current commercial and institutional members receive a 10% discount on advertising.