

PENNSYLVANIA LIBRARY ASSOCIATION

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Advertising agreement

Bulletin advertising rates

| | 1 time B&W | 1 time Color | 2 times B&W | 2 times Color | 4 times B&W | 4 times Color |
|---------------------|---------------|-----------------|----------------|------------------|----------------|------------------|
| Full page | \$495 | \$515 | \$940 | \$980 | \$1820 | \$1900 |
| Half page | \$295 | \$315 | \$560 | \$600 | \$1085 | \$1165 |
| Quarter page | \$190 | \$210 | \$360 | \$400 | \$700 | \$780 |
| Business card (1/8) | \$95 | \$115 | \$180 | \$220 | \$350 | \$430 |

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

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 4 times per year:

January/February/March April/May/June July/August/September October/November/December

All advertising must be paid in advance. One tear sheet will be sent upon publication. All ads must comply with listed specifications.

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

