Program Book Advertising

American Association of School Librarians
14th National Conference and Exhibition – Charlotte, NC

Deadline to reserve space – August 3, 2009

Company Name

Company Address

City State Zip

Contact Person Contact Signature – I agree to payment terms*

Contact Person's Phone Fax E-Mail

Position	Width/Depth	Rate*	#of ads
Facing Table of Contents	7" x 9 5/8"	**$1,450**	Reserved
Inside Front Cover	7" x 9 5/8"	**$1,340**	Reserved
Inside Back Cover	7" x 9 5/8"	**$1,340**	_____
Back Cover	7" x 9 5/8"	**$1,625**	Reserved
Full Page	7" x 9 5/8"	**$1,227**	_____
2/3 Page	4 5/8" x 9 5/8"	**$ 946**	_____
1/2 Page	4 ½" x 7" or 7" x 4 ¾" *(Circle size)*	**$ 847**	_____

Ad Rate(s): $_____
+ Color: $_____
– Discount: $_____

Total Due: $_____

***All Program ad payments are non-refundable after August 3, 2009**

Discounts Check if appropriate

- ❑ I represent a recognized advertising agency. Please give me the 15% agency discount. (No cash discount.)
- ❑ I am placing ads in both the conference program and the Sept. or Oct. issues of *Knowledge Quest*. Please give me the 10% discount.

***Color Charge** Mark Quantity (CYMK, charge per ad) If no color charge is selected, ad will be black & white.

2-color $400 _____
4-color $900 _____

Payment is due with Reservation, no exceptions.
(Please check the appropriate box.)

- ❑ Check (make payable to ALA/AASL)
- ❑ Charge my credit card $ _____

Credit card ___MasterCard ___Visa ___AmEx

Card Number Exp. Date

Cardholders Signature Name on Card

Mail or Fax this completed form to:

AASL/ALA
36790 Eagle Way
Chicago, IL 60678-1367
Attn: Lara Fitts Gamache
Fax: 312-541-0573
Phone: 312-541-0567

Questions regarding artwork, contact:

Andrea Parker, AASL at 312-280-1396

Materials: (Deadline to submit artwork –August 17, 2009)
Negatives preferred, right reading, emulsion-down. Halftones of 175 line screen recommended. Camera-ready art acceptable. Full-page bleed ads are accepted at no extra charge, trim size 8 ½" X 11, 1/8" over trim size on each side for bleed materials. No fractional bleeds. Digitals on Quark accepted with a match print. Colors used must be grayscale or CMYK; no RGB color. Please send your artwork using the ALA file upload utility found at http://cs.ala.org/upload/. Or mail mechanicals, including hard copy to AASL Conference Program Advertising, 50 E. Huron St., Chicago, IL 60611 USA.