



Advertising Contract

YALSA's Young Adult Literature Symposium

Program Book

November 7-9, 2008
 Millennium Maxwell House Hotel
 Nashville, Tenn.
www.ala.org/yalitsymposium

Reservations Due Oct. 1
 Materials Due Oct. 7

Contact and Questions

Please direct questions and your contract to Stephanie Kuenn, Young Adult Library Services Association (YALSA) Communications Specialist, skuenn@ala.org, 312-280-2128 (phone), 312-280-5276 (fax).

Ad Costs & Color Options

Ads are black and white, except for covers 2, 3, and 4, which can be four-color; pages are two columns. Ad costs are for black and white ads. Four color process available for cover ads.

Reserving Space

Please reserve advertising space in the Young Adult Literature Symposium Program Book. Please indicate your preferences with a checkmark. Covers include four-color process. Those who reserve cover and full-page ads will receive a complimentary sponsorship of an email blast to symposium attendees.

	Position	Size	Width/Depth	Cost
___	Cover 4	Full	8-1/2" x 11"	\$1,500 (No longer available)
___	Cover 3	Full	8-1/2" x 11"	\$1,000
___	Cover 2	Full	8-1/2" x 11"	\$1,000
___	Pages 1-9	Full	7-1/2" x 10"	\$750
___	Interior	Full	7-1/2" x 10"	\$500
___	N/A	Half Horizontal	7-1/2" x 5"	\$275
___	N/A	Half Vertical	3-3/4" x 10"	\$275
___	N/A	One-Quarter	3-3/4" x 5"	\$150
				Total \$ _____

Mechanical Requirements

Bleed is no extra charge.
 Bleed page size is 8-3/4" x 11-1/4". Bleed should only be placed on cover ads.
 Trim size is 8-1/2" x 11".
 ELECTRONIC PDF FILES REQUIRED, FONTS EMBEDDED, PDF X/1A FORMAT.
 Color match prints required for accurate color reproduction.
 YALSA is not responsible for quality of reproduction if color proofs not provided.

Closing Dates for Conference Programs

Reservations: Oct. 1, 2008
 Materials: Oct. 7, 2008

All reservations must be accompanied by a 50% deposit with full payment due no later than Dec. 1, 2008. No cash discounts.

Submitted by (please type or print clearly):

NAME _____
 TITLE _____
 COMPANY NAME _____
 ADDRESS _____
 CITY _____
 STATE, ZIP _____
 PHONE, FAX, EMAIL ADDRESS _____

Make check payable to YALSA.

Mail payment to: Letitia Smith, YALSA, 50 E. Huron St., Chicago, IL 60611. Fax contract to: Stephanie Kuenn, 312-280-5276 (fax).
 Send mechanicals to: Stephanie Kuenn, skuenn@ala.org or 50 E. Huron St., Chicago, IL 60611.