



The Official Daily Newspaper of PLA 2016 Conference

## Stand Out at PLA 2016!

The Public Library Association (PLA) will once again produce a conference daily newspaper — *PLA Daily News*. Advertising in this popular publication gets your company's message in front of attendees each morning as they plan their days.

Five issues of *PLA Daily News* will be published:

- Interactive electronic **Preview Issue** e-mailed to nearly 10,000 PLA members and conference attendees in mid-February.
- Four daily **Onsite Printed Issues** published and actively distributed in Denver.

*PLA Daily News* will contain news, photos and important conference information for attendees, and will provide you the opportunity to increase booth traffic, announce new products, or invite guests to special events.

### — New for PLA 2016:

- Digital versions of every onsite issue will be featured in *PLA Daily e-News*, a daily email sent to more than 5,000 during the conference.
- Featuring new books or products? See page 3 for more information on the New Product Showcase.

Don't miss this opportunity to reach thousands of public librarians, trustees, and other decision-makers—reserve ad space in *PLA Daily News* today!

If you have any questions about this great opportunity, please contact Jenn Waters at 240/401-6779 or [jwaters@showdailies.com](mailto:jwaters@showdailies.com).

Thank you for your continued support of PLA. We look forward to seeing you in Denver!

## Double Your Message

*PLA Daily News* advertisers are guaranteed publication of a 300-word press release for each ad placement.



View the *PLA Daily News* issues from PLA 2014:

[Preview](#)  
[Wednesday](#)  
[Thursday](#)  
[Friday](#)  
[Saturday](#)

### What is *PLA Daily News*?

The official daily newspaper of the PLA 2016 conference in Denver.

### How many issues are published?

One digital preview and four onsite issues.

### How is *PLA Daily News* distributed?

Attendees will receive printed copies of *PLA Daily News* each morning as they enter the Colorado Convention Center. Links to digital versions will be shared via a daily email to all attendees and via PLA's social media channels.

### Who can advertise in *PLA Daily News*?

Conference exhibitors are invited to advertise in *PLA Daily News*.

### How can I promote a new product?

New this year is the New Product Showcase: paid listings that include 100-word description and color image. The cost is \$750 per listing, which will appear in all onsite issues. See page 3 for more information.

### Are there any digital advertising opportunities?

Yes, limited email advertising is available in an email to be sent out daily during the conference to more than 5,000 recipients. See page 3 for more information.

### What is the publication's editorial focus?

Each issue will feature previews and recaps of education sessions, association news, photos and attendee interviews.

### Are there editorial opportunities for advertisers?

Each advertisement placed in *PLA Daily News* entitles the company to submit one 300-word article for complimentary placement.

### Can I run different ads in different issues?

Yes, there is no charge to change your artwork from issue to issue.

Contact Jenn Waters at CustomNEWS for more information, 240/401-6779 or [jwaters@showdailies.com](mailto:jwaters@showdailies.com)



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## Electronic Interactive Preview Issue

E-mailed to PLA members & attendees  
in mid-February 2016

## On-Site Printed Dailies

Published in Denver — April 6, 7, 8, 9

### Deadlines

**Preview Issue:**

**Space:** February 11, 2016

**Materials:** February 17, 2016

**Onsite Issues:**

**Space:** March 22, 2016

**Materials:** March 29, 2016

## RATES & SIZES

**Five Issue Package Rates** — includes 4/C ads in all five issues, press releases

**Back Cover** 9 3/4" x 14" (Includes page one logo link to ad in the Preview Issue) **\$12,350**

**Front Page Strip** 9 3/4" x 2" **9,950**

Ad Size	w x d	Online Interactive Preview (4/C)	Onsite Printed Issues (B/W)			
			1X	2X	3X	4X
<b>Full Page</b>	<b>9 3/4" x 14"</b>	<b>\$1,375</b>	<b>\$1,825</b>	<b>\$3,050</b>	<b>\$4,025</b>	<b>\$4,850</b>
<b>1/2 Pg. Isl.</b>	<b>7" x 9 3/4"</b>	<b>1,100</b>	<b>1,650</b>	<b>2,775</b>	<b>3,750</b>	<b>4,400</b>
<b>1/2 Pg. Horiz.</b>	<b>9 3/4" x 7"</b>	<b>1,000</b>	<b>1,500</b>	<b>2,550</b>	<b>3,275</b>	<b>4,025</b>
<b>1/3 Page</b>	<b>7" x 7"</b>	<b>900</b>	<b>1,275</b>	<b>2,150</b>	<b>2,875</b>	<b>3,450</b>
<b>1/4 Page</b>	<b>4 3/4" x 7"</b>	<b>800</b>	<b>1,150</b>	<b>1,925</b>	<b>2,575</b>	<b>3,075</b>

**New Product Showcase:** \$750/listing, includes company name, booth number, 100-word description and color photo.  
**Email advertising:** Banner ad (530 px w x 120 px h): \$900

See page 3 for more information

**Additional Costs/Onsite Printed Issues:**

**\$750 – Four-Color, per issue**

**\$400 – Spot-Color, per issue**

Bellybands, inserts, page one peel-off note stickers:

Quoted upon request (all rates are gross)

### Specifications

- **Online Interactive Preview Issue** – Contact us for specs for flash materials, video links, animation and lead generation options. Otherwise, please provide PDF file as indicated below.

- **Sizes** – Trim size is 11" x 15" and is printed on 50# white offset, non-glossy stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

- **Files** – High-Resolution Adobe PDF files strongly preferred and required for Preview Issue. For printed issues, TIFF, JPEG, EPS accepted. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be

built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

- **Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail, by standard mail to the address which follows. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertiser will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

- **Suggestions** – For best reproduction: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reverses should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of

at least 70% tone value in black, magenta, or cyan.

- **Other Information** – All advertising is contingent upon PLA approval. PLA Daily News will pay a standard 15 percent commission to recognized agencies. Payment and shipping information is included on the accompanying insertion order form. We reserve the right to refuse advertising and ad copy is subject to review by PLA. Collection efforts will be taken against companies that do not pay for their advertising.

- **Contact** – Send insertion orders, ad files and other correspondence c/o:

Jenn Waters/Tim Mercer, CustomNEWS, Inc.  
4824 Edgemoor Lane • Bethesda, MD 20814  
**240-401-6779 • FAX: 240-257-7171**

Contact Jenn Waters at CustomNEWS for more information,  
240/401-6779 or jwaters@showdailies.com



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# New Product Showcase

Every issue of *PLA Daily News* will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at PLA 2016. This is a great way to promote new books and product introductions

- **Pricing per listing:** \$750 net (for four onsite issues)
- **Listing Includes:**
  - Company name
  - Booth number
  - Product photo
  - Description (100 words max.)
  - Link to company website in digital version
- *Listings organized alphabetically, by company name.*
- *Payment: credit card or invoiced upon receipt of paperwork.*

**Insertion Order deadline:** March 22, 2016  
**Materials deadline:** March 29, 2016

**BONUS:** Reserve your New Product Showcase listings and submit text/photos to [jwaters@showdailies.com](mailto:jwaters@showdailies.com) by February 12, 2016, to be included in the preview issue, at no additional charge.



# PLA Daily e-News

Advertising space is available in PLA Daily e-News, a new daily email newsletter that will be sent out four times during PLA 2016. Each edition will contain a link to the digital version of *PLA Daily News*, conference highlights, photos and the daily schedule. A maximum of four banner ads will be accepted in each issue. Each ad will be linked to the advertiser's website/webpage of choice.

Each day's email will be sent to PLA members and conference attendees (estimated total of 5,000 per email).

Click [here](#) to view a sample.

**Email Dates:**

- Wednesday, April 6
- Thursday, April 7
- Friday, April 8
- Saturday, April 9

**Daily Ad Rates:**

Banner ad (530 px w x 120 px h): \$900 (net, per ad placement)

**Insertion Order deadline:** March 22, 2016  
**Materials deadline:** March 29, 2016

*Payment: credit card or invoiced upon receipt of paperwork.*



(Sample.)

# PLA Daily News

## Advertising Insertion Order

Please complete and  
return to Jenn Waters,  
CustomNEWS:  
Fax: 240/257-7171  
jwaters@showdailies.com  
Questions? 240/401-6779

### Company Information

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Ad Agency Information (if applicable)

Agency: \_\_\_\_\_ Contact: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Space Reservation

Ad Placement: \_\_\_\_\_  
Number of Issues: \_\_\_\_\_ Ad Size: \_\_\_\_\_  
Gross amount: \_\_\_\_\_ Color: \_\_\_\_\_  
Agency Commission (if applicable): \_\_\_\_\_  
Net Amount: \_\_\_\_\_  
Payment\*:  Bill Me Now  Bill Me Upon Publication  Credit Card

### Charge Information

Card (circle): Visa, Mastercard, American Express or Discover

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

#### Cancellation Policy:

Advertisers cancelling after  
March 1, 2016, will be billed  
for 50% of the total net cost.  
Advertisers cancelling after  
March 26, 2016, will be billed  
for 100% of the total net cost.