

SPECIAL ISSUES Advertising Contract

PUBLIC LIBRARIES

THE OFFICIAL MAGAZINE OF THE PUBLIC LIBRARY ASSOCIATION

Our print magazine deals with current issues and trends in public libraries and is rated one of the highest benefits of PLA membership, according to a recent survey. The magazine reaches a core group of over 10,000 members and subscribers per issue, with an average pass-along readership of over 40,000 readers per issue.

PAGE RATES – BLACK & WHITE

Space	1x	3x	6x	12x
Full Page				
7.25" x 10" no bleed	\$1,430	\$1,373	\$1,331	\$1,278
8.25" x 10.75" with bleed				
2/3 Page 4.75" x 9.25"	\$1,221	\$1,172	\$1,137	\$1,092
1/2 Page				
Island - 4.75" x 7.25"	\$1,000	\$959	\$931	\$893
Vertical - 3.75" x 9.25"				
Horizontal - 7.25" x 4.5"				
1/3 Page				
Vertical - 2.25" x 9.25"	\$719	\$691	\$670	\$643
Horizontal - 7.25" x 3"				
1/4 Page				
4.5" x 4.25"	\$601	\$576	\$559	\$537

PREMIUM POSITIONS

Space	1x	3x	6x
Cover 2	\$2,530	\$2,467	\$2,421
Cover 3	\$2,458	\$2,398	\$2,165
Cover 4	\$2,601	\$2,535	\$2,488

COLOR CHARGES

Second color process: \$506
 4/Color - Fractional Page: \$825
 4/Color-Per Full Page: \$957

SPECS

Publication trim size: 8" x 10.5"
 Full page bleed ads: 8.25" x 10.75"
 No fractional bleed ads accepted.
 Printing & binding: Offset, saddle-stitched
 Materials: PDF files (PDFX-1a compliant or press quality); make sure all placed logos and images are a minimum of 300 dpi.

ISSUANCE AND CLOSING DATES

Issue	Reservations Due	Materials Due
Nov/Dec 2015	October 10	October 30
Jan/Feb 2016	December 1	December 27
March/April 2016	February 3	February 26

ELECTRONIC PRODUCTS RATES AND SPECIFICATIONS

Publiclibrariesonline.org

The digital companion to Public Libraries is a popular web destination for public librarians - ads on PL Online garner over 40,000 impressions per month.

PLA E-News

Mailed directly to the inboxes of PLA's nearly 9,000 members, this email newsletter receive the attention of thousands of public library decision-makers.

Placement	Cost	Size
Publiclibrariesonline.org	\$750 per month	300 x 250 pixels
PLA E-Newsletter	\$750 per issue	200 x 200 pixels

Advertising Sales Manager
 Kathleen Hughes
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Advertising Space Reservation Form

Please indicate below the desired issue(s) and location.

Issue(s) of Insertion _____
 Color or Black & White _____
 Space Size _____
 Position Requested _____
 Frequency Rate _____
 Gross Rate _____

Discounts - Check All That Apply

- Please give me the 15% recognized advertising agency discount.
- Please give me the 10% discount for also advertising in the *National Conference Program* and/or *The PLA Daily News*.

Submitted by:

Name _____
 Title _____
 Telephone _____
 Fax _____
 Company Name _____
 Company Address _____

Please Note: All first time advertisers outside of the United States are required to provide payment in full at the time reservations are made.