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

<table>
<thead>
<tr>
<th>Space</th>
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<th>3x</th>
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<tbody>
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<td>Full Page 7.25&quot; × 10&quot; no bleed</td>
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PREMIUM POSITIONS

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<tbody>
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COLOR CHARGES

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

specs

Publication trim size: 8" × 10.5"
Full page bleed ads: 8.25" × 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.

Advertising Sales Manager
Kathleen Hughes
Public Libraries
Phone: 312-280-4028
Fax: 312-280-5029
khughes@ala.org

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.