

MLA NEWSLETTER & WEB ADVERTISING INSERTION ORDER

Print Advertising

The Massachusetts Library Association now offers advertising in its quarterly newsletter, which has a circulation of approximately 1,000 and a readership estimated of over 3,500. This is a great way to get your company and product in front of key decision makers across the state. Because you are exhibiting at an MLA conference, we offer a substantial discount off our current advertising rates. Space is limited; reserve your space today!



Ad Type (please circle)	Width & Height	Exhibitor Price	Non-Exhibitor Price
Full Page	7 1/2" wide x 10" high	\$275.00	\$375.00
1/2 Page	7 1/2" wide x 4 3/4" high	\$150.00	\$250.00
1/4 Page	3 1/2" wide x 4 3/4" high	\$85.00	\$135.00
1/6 Page	2 3/8 x 4 7/8 inches (vertical or horizontal)	\$75.00	\$125.00
Business Card Size	3 1/2" x 2" inches (vertical or horizontal)	\$50.00	\$50.00

Web Advertising

MLA also offers vendors and non-profit groups the ability to be seen on the MLA web site. The MLA web site has approximately 8,000 visits daily. It is the place to be seen along with the latest and greatest MLA news and events. The vendor's ad will be placed on the MLA home page for one month, in full color, and clickable to the URL of your choosing. This is a great way for a full month of high visibility to our members.

Ad Type	Width & Height	Exhibitor Price	Non-Exhibitor Price
Web Sponsor	400 pixels wide by 108 pixels high	\$250.00	\$350.00
Web Sponsor (non-profit)	400 pixels wide by 108 pixels high	\$125.00	\$175.00

Contact Information:

Company Name: _____

Company Web Site: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ e-mail: _____

NEWSLETTERS: (Please check desired issues) Winter Summer
 Spring Fall

January February March April May June
 July August September October November December

Please mail the completed insertion order to:

Elizabeth Hacala, MLA Executive Manager, PO Box 535, Bedford, MA 01730
 or fax it to 1-781-998-0393 Attn: Elizabeth Hacala

Newsletter Advertising

Terms and Conditions



Terms:

- Advertising materials submitted to the MLA Newsletter become the sole property of MLA.
- No artwork printed in the MLA Newsletter will be returned.
- Advertisements deemed inappropriate by MLA will be declined.
- Seasonal mail delivery can vary widely, please contact the Executive Manager if your ad is time sensitive.
MLA cannot guarantee delivery dates.

Acceptable File Formats:

- Acceptable file formats include image files (preferably TIFF, GIF, or JPEG), EPS or high-res PDF.
- We cannot accept MS Publisher files or graphics in Word.
- Both Macintosh and PC files are acceptable.

Delivery Methods:

- Artwork may be mailed or sent as an email attachment to the Executive Manager at newsletter@masslib.or sent on CD to: Elizabeth Hacala, MLA Executive Manager, PO Box 535, Bedford, MA 01730
- Electronic files are preferred for ads.
- Please also mail/ fax a proof (printout) of the ad or supply and PDF of the advertisement.

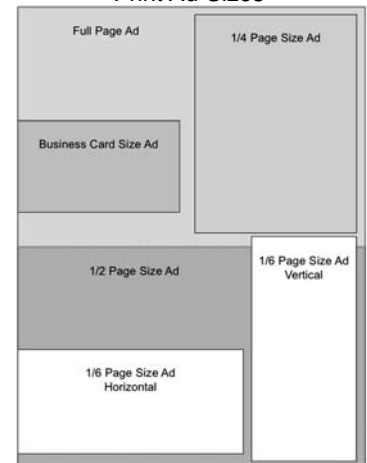
Typesetting and Layout:

- Rates are for camera-ready copy.
- Ad creation can be supplied at a rate of \$50/hour.
- All newsletter advertisements will be printed black and white.

Billing:

- Advertising accounts will be billed shortly after publication of each issue.
- A tear sheet in which the advertisement appears will be forwarded with the invoice.
- Cancellations will be accepted up to 30 days prior to the issue deadline

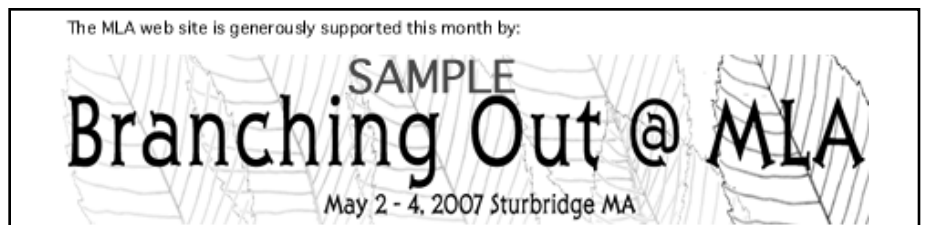
Print Ad Sizes



Web Advertising

Terms and Conditions

- A \$25 cancellation fee will be charged.
- Cancellations within 30 days of the issue deadline will be billed at the full base rate.
- The advertiser will have a 400 x 108 pixel box with a title bar indicating that the advertiser is supporting MLA's web site.
- The same restrictions for content and format apply to web ads. However web advertisements are full color.
- The web ad will be clickable to the url of your choosing.



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