

# MLA NEWSLETTER & WEB ADVERTISING INSERTION ORDER

The Massachusetts Library Association now offers advertising in its quarterly newsletter, which has a circulation estimated at 1,000 and a readership estimated of 3,500.

MLA also offers advertisers the ability to advertise on the MLA website. The advertiser's logo will be placed on the MLA web page for one month. The advertisement will contain a title bar indicating that the advertiser's support for the MLA website. See reverse for details and sample.

Ad Type	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 Sponsor	2.5" wide x 1.5" high (180x108 pixels)	\$250.00	\$350.00

## Contact Information:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ e-mail: \_\_\_\_\_

## NEWSLETTERS: (Please check desired months)

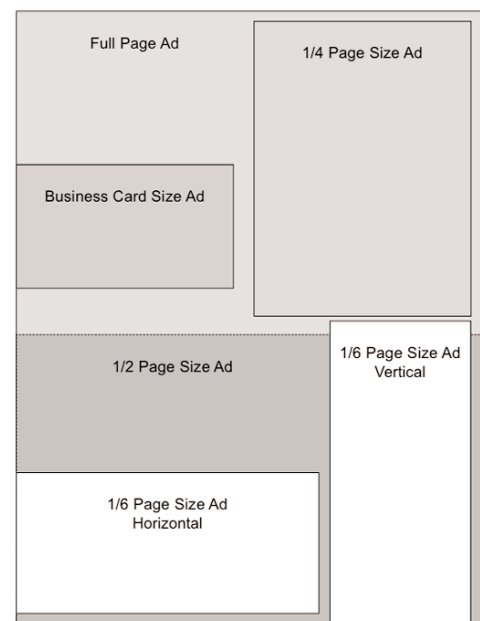
- January       July  
 April         October

### Newsletter Ad Deadlines:

December 1<sup>st</sup>, March 1<sup>st</sup>, June 1<sup>st</sup>, and September 1<sup>st</sup>

## WEB UNDERWRITING: (Please check desired months)

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



Please mail the completed insertion order to:

Elizabeth Hacala, MLA Publications Manager, 21 Fitchdale Ave, Bedford, MA 01730  
 or fax it to 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.

### 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 Publications Manager at [publications@masslib.or](mailto:publications@masslib.or) sent on CD to: Elizabeth Hacala, 21 Fitchdale Ave 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 (see "Deadlines").
- A \$25 cancellation fee will be charged.

# WEB ADVERTISING

## TERMS AND CONDITIONS

The Massachusetts Library Association also offers advertisers the ability to advertise on the MLA website.

- Cancellations within 30 days of the issue deadline will be billed at the full base rate.
- The advertiser will have a 180x108 pixel box with a title bar indicating that the advertiser is supporting MLA's website.
- The same restrictions for content and format apply to web ads. However web advertisements can contain color.
- The web ad will be clickable to the advertisers site.

The MLA website is supported by:



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