



# Program Book Advertising Contract

ACRL 2017 Conference & Exhibits \* Baltimore, MD

Conference Dates: March 22 – 25, 2017

Exhibit Dates: March 22 – 24, 2017

	Position*	Width/Depth**	Cost
<input checked="" type="checkbox"/>	<del>Center Spread</del>	16 3/4" x 10 5/8"***	\$3,250
<input checked="" type="checkbox"/>	<del>Center Spread (w bleed)</del>	17 1/4" x 11 1/4"****	\$3,250
<input checked="" type="checkbox"/>	<del>Cover IV (4 color)</del>	8" x 10 1/2"	\$2,520
<input checked="" type="checkbox"/>	<del>Cover III (4 color)</del>	8" x 10 1/2"	\$2,520
<input checked="" type="checkbox"/>	<del>Cover II (4 color)</del>	8" x 10 1/2"	\$2,520
<input checked="" type="checkbox"/>	<del>Facing Table of Contents</del>	7" x 9 1/2"	\$1,450
<input checked="" type="checkbox"/>	<del>Facing Conference at a Glance</del>	7" x 9 1/2"	\$1,450
<input type="checkbox"/>	Full Page	7" x 9 1/2"	\$1,365
<input type="checkbox"/>	1/2 page vertical	3 3/8" x 9 1/2"	\$960
<input type="checkbox"/>	1/2 page horizontal	7" x 4 5/8"	\$960

\*All ads are black and white unless otherwise stated above.

\*\*Trim size is 8 1/2" x 11." Add 1/4" on all sides for bleeds (full page only), and keep live areas at least 1/4" from edges of page

\*\*\*Allow 1" gutter for Center Spread

\*\*\*\*All Program ad contracts cancelled before December, 7, 2016 will be subject to a 15% cancellation fee

\*\*\*\*\* All Program ad payments are non-refundable after December 7, 2016

## Mechanical Requirements

- PDF files required. Ensure that all fonts are Embedded, Compression is set to 300 dpi, and if give the option for the dpi printer, use 2400 dpi.
- All ads **must** include a hard copy.
- Image resolution of 300 dpi (or higher) is recommended for clarity. Ads with images using lower resolution may not print clearly.
- Full-page ads smaller than specified size will be centered

## Conference Program Book Deadline Dates:

Space Reservations: December 7, 2016

Camera-ready Art Due: January 9, 2017

**All reservation must be accompanied with full payment by December 7, 2016.**

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Payment by:

Check (payable to the Association of College and Research Libraries)

MasterCard    Visa    American Express

Amount \$ \_\_\_\_\_ Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

### Questions? Contact:

Meagan Reichstein, ACRL Exhibit Manager

Corcoran Expositions, Inc.

Phone: 312-265-9640

[Meagan@corcexpo.com](mailto:Meagan@corcexpo.com)

### Send Form and Payments to:

ACRL/ALA

3447 Eagle Way

Chicago, IL 60678-1385

Fax: 312-541-0573

### Send Mechanicals To:

ACRL Conference Program Book Advertising

50 E. Huron Street

Chicago, IL 60611 USA

[acrl@ala.org](mailto:acrl@ala.org)

Subject "ACRL 2017 Conference Program Ad"