

DIGITAL & PRINT ADVERTISING



ALA Newsletter Advertising Rates & Order Form

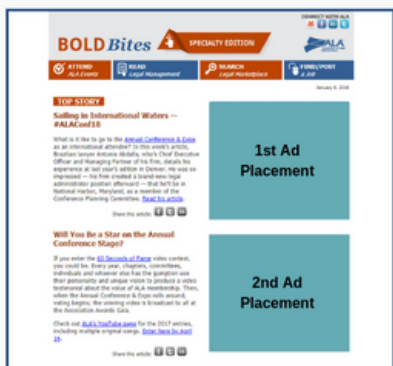
BOLD Bites

Business of Law Discussions: ALA's Member Newsletter

Digital E-newsletter (weekly)

1st sponsor (300w x 250h) \$1,595/week for ____ weeks

2nd sponsor (300w x 250h) \$1,295/week for ____ weeks



Just the Facts - For ALA Chapter Leaders

Digital (monthly) \$995/month for ____ months

(300w x 250h)

ALA Annual Conference & Expo Journal (Print)

Full Page Ad (6"W x 9"H) \$1,500

Half Page Ad (6"W x 4.5"H) \$1,000

High res (300dpi) jpegs and PDFs accepted. Full bleeds preferred. Leave 0.5 margin w/o text on both left and right sides.

Material Due Dates: All materials are due on or before the 15th of the month prior to the run date of the advertisement (i.e. 12/15 for January run date).



ALA Mailing Address

8700 W. Bryn Mawr Avenue, Ste. 110S
Chicago, IL 60631-3512

Billing Address (accounts receivable)

PO Box 95583, Ste. 110S
Chicago, IL 60631-3512
Fax: 443-281-0660

VIP Accounts

Robert Leighton

rleighton@alanet.org

667-206-4266 x4

Nat. Accounts (a-i)

Tiffany Teal

tteal@alanet.org

667-206-4266 x6

Send Materials to:

Monica Williams

mwilliams@alanet.org

667-206-4266 x5

Nat. Accounts (j-z)

Justin Kiss

jkiss@alanet.org

667-206-4266 x2

TERMS: This agreement is non cancellable. Signing this insertion order (whether by a representative of the advertiser and/or a representative of an agency working on behalf of the advertiser) represents a binding contract to provide, place, and pay for advertising in ALA's print and/or digital products as stated in the order. Publisher reserves the right to reject any advertisement. Digital ad files must be provided to the publisher by the material due dates indicated in the ALA Media Kit. Failure to make payment when due shall result in a service charge from the date of publication of 5% per month or maximum permissible rate.

Costs of collection, including legal fees, shall be borne by the advertiser or agency. Failure to make payment when due also may void any scheduled added-value benefits for the advertiser, at the publisher's discretion.

Materials Due: Failure to submit ad materials by assigned date will result in a non-refundable forfeit of that issue's ad placement and count towards your total number of agreed upon insertions.

Payment Information

Submitted by

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone Number: _____

Total: \$ _____

Invoice at address above

Pay with Credit Card Authorization Form

Pay with credit card via phone

Signature: _____

Date: _____