



A Library State of Mind

2015 Illinois Academic, Public, School & Special Libraries Conference
October 22–24, 2015 • Peoria Civic Center

Program Book Advertising

Please submit the below contract to reserve your space in the 2015 Conference Program. The Conference Program is distributed to more than 2,000 conference attendees and referred to multiple times daily during the conference week, for information regarding programs, the map of the convention center, local food options, and more.

Acceptable art formats include

Digital files: Press-ready PDF preferred. Files may be submitted from either Mac or Windows platform. (Please be aware that files submitted from Windows platform may require font substitution when imported to Macintosh QuarkXPress files. Every effort will be made to match fonts specified.)

Submit files on the following media

Files will be placed in InDesign. All graphic files (i.e., Illustrator, Photoshop) must be either vector art or 300 dpi .eps or .tif files. Please do not send Illustrator files with Photoshop files embedded. All PDF files must be high-resolution press optimized with fonts embedded. Use process color (CMYK). Include all fonts necessary for the output of your file. OpenType fonts preferred.

Digital Image Specifications

Greyscale or color file, .jpg, .tif, or .eps: 300 ppi (pixels per inch). Bitmap image: 600 ppi. No .gif files.

Closing Dates

Reservations: September 8, 2015 Camera-ready art: September 21, 2015

All reservations must be accompanied by full payment.

Deadline for cancellations with refund is September 8, 2015.

(A \$50 administrative fee will be charged on all cancellations.)

Other Opportunities

Conference Sponsorship

Conference Sponsorship is available at multiple levels, each of which offers unique benefits, including advertising opportunities.

Attendee Labels Promote your products and your participation in the ILA conference by purchasing the mailing labels for advance registrants to the conference. Through an advance mailing, you can invite conference attendees to your booth, provide them with important product information in advance, and get a jump on sales. Labels are 11 cents each for ILA associate members and 13 cents each for nonmembers.

CONFERENCE PROGRAM ADVERTISING CONTRACT

Illinois Library Conference, Peoria, October 22-24

Please reserve advertising space as indicated below: (Please indicate your preference with a checkmark.)

Page	Measurements	Full Cost	Member Rate
Covers	7" W x 10" H		
Please indicate:			
back outside	___	___ \$1,000	___ \$950
front inside	___, (Taken)	___ \$900	___ \$850
back inside	___	___ \$900	___ \$850
Full Page	7" W x 10" H	___ \$800	___ \$750
½ Page Horizontal	7" W x 5" H	___ \$600	___ \$550
½ Page Vertical	4" W x 10" H	___ \$600	___ \$550
¼ Page Horizontal	7" W x 2" H	___ \$400	___ \$350
¼ Page Vertical	3" W x 5" H	___ \$400	___ \$350
Business card size		___ \$250	___ \$200

Payment by: Check (payable to ILA) _____ Visa _____ MasterCard _____ AmEx _____ Discover _____

Card# _____ Exp. Date _____ Total Amount _____

Name on Card _____

Cardholder's Signature _____

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E-mail _____

Mail payment to: Illinois Library Association, 33 West Grand Ave. - Suite 401, Chicago, IL 60654.

Send digital files to tina@ila.org; Questions: Call ILA at (312) 644-1896 or e-mail tina@ila.org.