

COMPANY _____

CONTACT _____

TELEPHONE (INCLUDE AREA CODE) _____

EMAIL _____

ADDRESS _____

CITY, STATE, ZIP _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Total Marketing Order\$ _____

If you would like the rate card sent to you or if you have questions, please call Barbara Redmond at 312.419.9094 x26; fax, 312.419.8950; email, redmond@mail.mlahq.org.

* For rates and information, please refer to the current MLA Rate Card or go to www.mlanet.org/marketing.

ADVERTISING/MARKETING INSERTION ORDER FORM

Check publication/issue(s) Check all instructions that apply Check all instructions that apply

MLANEWS Online Only

- Product Spotlights (sponsored content)
- Number of Product Spotlights _____
- Months Requested _____
- _____
- _____
- _____
- _____
- _____

JMLA Online

Journal of the Medical Library Association

- Exclusive 12-month Sponsorship

Online Sponsorships

- MLANET Banner Size _____
- October through March
 - April through September
- Banner Position _____

Annual Meeting Publications

Call for available positions

- PRELIMINARY PROGRAM
- OFFICIAL PROGRAM
- New ad
- Repeat ad from _____
- Color
- Spread
- Full page
- Half page
- Inside front cover
- Inside back cover
- Back cover
- Other guaranteed position

MLA FOCUS

Electronic Newsletter

Banner ad 120px W x 240px H or paragraph-style 50-word maximum message

- 3-month period (6 issues)
- _____ to _____

Membership Email Blasts

HTML messages



Number of Messages _____

Desired Week(s) _____

