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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

YEAR-ROUND ADVERTISING/MARKETING

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

MLA FOCUS

Electronic Newsletter

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

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

MLANET 6-Month Banners

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

Membership Email Blasts

HTML messages
Number of messages _____ Desired week(s) _____

Sponsored Webinars

Desired Date _____

Check all instructions that apply

ANNUAL MEETING ADVERTISING/MARKETING



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

Preregistration Email Blasts

- HTML messages

Number of Messages _____
Desired Week(s) _____



Preregistration Mailing List

Available in April. Visit www.mlanet.org/marketing for required mailing list forms, samples, specs, and terms _____

Attendee Bag Insert

- (4-page, 8.5x11-in. max.)