



The Official Daily Newspaper of PLA 2018 Conference

Stand Out at PLA 2018!

The Public Library Association (PLA) will once again produce a conference daily newspaper — *PLA Daily News*. Advertising in this popular publication gets your company’s message in front of attendees each morning as they plan their days.

Six issues of *PLA Daily News* will be published:

- Interactive electronic **Preview Issue** e-mailed to nearly 10,000 PLA members and conference attendees in late February.
- Four daily **Onsite Printed Issues** published and actively distributed in Philadelphia.
- **NEW FOR 2018:** Interactive electronic **Highlights Issue** with conference video clips e-mailed to nearly 10,000 PLA members and attendees after the conference.

PLA Daily News will contain news, photos and important conference information for attendees, and will provide you the opportunity to increase booth traffic, announce new products, or invite guests to special events.

— **Be sure to check out:**

- Limited email banner ad placements available in *PLA Daily e-News*, a daily email sent to more than 5,000 during the conference to showcase *PLA Daily News*.
- Featuring new books or products? See page 3 for more information on the New Product Showcase.

Don’t miss this opportunity to reach thousands of public librarians, trustees, and other decision-makers—reserve ad space in *PLA Daily News* today!

Double Your Message

PLA Daily News advertisers are guaranteed publication of a 300-word press release for each ad placement.



View the *PLA Daily News* issues from PLA 2016:

[Preview](#)
[Wednesday](#)
[Thursday](#)
[Friday](#)
[Saturday](#)

Only Onsite Print Advertising Option!

There will not be an onsite printed program at PLA 2018 – *PLA Daily News* will be the conference’s only onsite print publication. The Wednesday, Thursday and Friday issues will include the exhibitor list and floor plan. *PLA Daily News* advertisers will be highlighted in this list.

What is *PLA Daily News*?

The official daily newspaper of the PLA 2018 conference in Philadelphia.

How many issues are published?

One digital preview, four onsite issues and one post-conference highlights issue.

How is *PLA Daily News* distributed?

Attendees will receive printed copies of *PLA Daily News* each morning as they enter the Pennsylvania Convention Center. Links to digital versions will be shared via a daily email and social media.

Who can advertise in *PLA Daily News*?

Conference exhibitors.

How can I promote a new book or product?

In our New Product Showcase: listings include 100-word description and color image. See page 3.

Are there any digital advertising opportunities?

Yes, limited email advertising is available in an email to be sent out daily during the conference 5,000+ recipients. See page 3 for more information.

What is the publication’s editorial focus?

Each issue will feature previews and recaps of education sessions, association news, photos and attendee interviews. **New for 2018**, video clips showcasing conference highlights will be incorporated into each issue’s digital version.

Are there editorial opportunities for advertisers?

Each advertisement placed in *PLA Daily News* entitles the company to submit one 300-word article for complimentary placement.

Can I run different ads in different issues?

Yes, there is no charge to change your artwork from issue to issue.

Contact CustomNEWS for more information, 240/401-6779 or jwaters@showdailies.com



The Official Daily Newspaper of PLA 2018 Conference

Electronic Interactive Preview Issue

E-mailed to PLA members & attendees in February 2018

On-Site Printed Dailies

Published in Philadelphia — March 21, 22, 23, 24

Electronic Interactive Highlights Issue

E-mailed to PLA members & attendees after the conference

Deadlines

Preview Issue:

Space: February 7, 2018

Materials: February 14, 2018

Onsite & Highlights Issues:

Space: March 8, 2018

Materials: March 15, 2018

RATES & SIZES

Six Issue Package Rates — includes 4/C ads in all six issues, press releases

Back Cover 9 3/4" x 14" (Includes page one logo link to ad in the Preview Issue) **\$13,850**
Front Page Strip 9 3/4" x 2" **10,500**

Ad Size	w x d	Digital Issues (4C)	Onsite Printed Issues (B/W)			
		1X/2X	1X	2X	3X	4X
Inside Front Cover	9 3/4" x 14"	\$1,600/\$2,250	n/a	n/a	n/a	\$5,650
Full Page	9 3/4" x 14"	\$1,375/\$1,975	\$1,825	\$3,050	\$4,025	\$4,850
1/2 Pg. Isl.	7" x 9 3/4"	\$1,100/\$1,600	1,650	2,775	3,750	4,400
1/2 Pg. Horiz.	9 3/4" x 7"	\$1,000/\$1,450	1,500	2,550	3,275	4,025
1/3 Page	7" x 7"	\$900/\$1,300	1,275	2,150	2,875	3,450
1/4 Page	4 3/4" x 7"	\$800/\$1,175	1,150	1,925	2,575	3,075

New Product Showcase: \$750/listing, includes company name, booth number, 100-word description and color photo.

Email advertising: Multiple placements available.

See page 3 for more information

Additional Costs/Onsite Printed Issues:

\$750 – Four-Color, per issue

Bellybands, inserts, page one peel-off note stickers:
Quoted upon request

(all rates are gross)

Specifications

• **Preview and Highlights issue** – Contact us for specs for flash materials, video links, animation and lead generation options. Otherwise, please provide PDF file as indicated below.

• **Sizes** – Trim size is 11" x 15" and is printed on 50# white offset, non-glossy stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

• **Files** – High-Resolution Adobe PDF files strongly preferred and required for Preview Issue. For printed issues, TIFF, JPEG, EPS accepted. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be

built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

• **Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail, by standard mail to the address which follows. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertiser will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

• **Suggestions** – For best reproduction: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reverses should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of

at least 70% tone value in black, magenta, or cyan.

• **Other Information** – All advertising is contingent upon PLA approval. PLA Daily News will pay a standard 15 percent commission to recognized agencies. Payment and shipping information is included on the accompanying insertion order form. We reserve the right to refuse advertising and ad copy is subject to review by PLA. Collection efforts will be taken against companies that do not pay for their advertising.

• **Contact** — Send insertion orders, ad files and other correspondence c/o:

Jenn Waters/Tim Mercer, CustomNEWS, Inc.
4824 Edgemoor Lane • Bethesda, MD 20814
240-401-6779 • FAX: 240-257-7171

Contact Jenn Waters at CustomNEWS for more information,
240/401-6779 or jwaters@showdailies.com



The Official Daily Newspaper of PLA 2018 Conference

New Product Showcase

Every issue of *PLA Daily News* will feature a New Product Showcase section, offering exhibitors the opportunity to highlight new products on display at PLA 2018. This is a great way to promote new books and product introductions

• **Pricing per listing:** \$750 net (for four onsite issues)

• **Listing Includes:**

Company name

Booth number

Product photo

Description (100 words max.)

Link to company website in digital version

• *Listings organized alphabetically, by company name.*

• *Payment: credit card or invoiced upon receipt of paperwork.*

Insertion Order deadline: March 8, 2018

Materials deadline: March 15, 2018

BONUS: Reserve your New Product Showcase listings and submit text/photos to jwaters@showdailies.com by February 7, 2018, to be included in the preview issue, at no additional charge.

PAID LISTINGS

New Product Showcase



READSQUARED
Booth540
www.readsquared.com

Engage patrons with READSQUARED's year-round reading programs. Promote your brand and enhance your library's experience with family accounts, activity logging, badges, suggested reading, events, missions, learning activities, book reviews, book trends, and more! All this, integrated with your library's catalog, ILS, and accessible on any mobile device or workstation.

READSQUARED allows your library to custom tailor the patron experience with targeted features, functions, and content by age, and promote community support thru collaboration with schools, museums, and program sponsors. Built-in assessments and unparalleled reporting provide insights into your community's unique character.

Scheduled a demo at www.READSQUARED.com.



The Crowley Company
Booth 756
www.thecrowleycompany.com

Introducing the UScan+HD 18MP Imaging, Touchscreen Ease

The Crowley Company is pleased to introduce the UScan+HD, the latest model in the UScan+ reader-printer family for viewing, digitizing, and saving images from microfilm, microfiche, aperture cards, and more. The UScan+HD features an 18 MP camera array, the largest true optical camera in the market, producing images that are clear and accurate.

Marrying high-volume expertise with walk-up patron requirements, The Crowley Company has employed three decades of industry-leading Meikel Technology and Wicks and Wilson production-level scanning technology into an affordable multi-media patron and staff scan system ideal for easy research.

Try it today! Booth 756 or call (240) 215-0224.



Tyndale House Publishers
Booth 1552
<http://books.thedisciplinemaker.org/us-versus-us/>

Here are the untold stories behind the largest-ever scientific study conducted on the religious history, practices, and beliefs of the LGBT community. The vacuum left by not knowing these stories or data has caused conjecture, presumption, prejudice, insecurity, and a host of other unfortunate distractions. And so we find ourselves in a place where LGBT people feel persecuted by the church, and people of conservative faith feel persecuted by the LGBT community. For the first time ever, this research shows that the stories of the LGBT community and the religious community are intertwined, complex, and above all, hopeful.

PLA Daily e-News

Advertising space is available in PLA Daily e-News, the popular daily email newsletter that will be sent out four times during PLA 2018. Each edition will contain a link to the digital version of *PLA Daily News*, conference highlights, photos and the daily schedule. A maximum of four banner ads will be accepted in each issue. Each ad will be linked to the advertiser's website/webpage of choice.

Each day's email will be sent to PLA members and conference attendees (estimated total of 5,000 per email).

Emails sent during PLA 2016 had an average open rate of 22% and an average click-thru rate of 5%.

Email Dates:

- Wednesday, March 21
- Thursday, March 22
- Friday, March 23
- Saturday, March 24

Daily Ad Rates:

- Top banner ad (600 px w x 200 px h): \$1,100 (net, per ad placement)
- Banner ad (530 px w x 120 px h): \$900 (net, per ad placement)

Insertion Order deadline: March 8, 2018

Materials deadline: March 15, 2018



#PLA2016

Issue 3 - Friday, April 8, 2016

PLA Daily News
Friday's Headlines

- Searching for a Story: Alooce Entertains at Luncheon
- Slow Down and Recognize your Biases
- Extraordinarily Engaged: How Three Libraries are Transforming Their Communities
- Giovanni Inspires Librarians To Help Young Users
- Check out Spark Talks
- Recruiters, Resumé Review, and More at Career Center

Read the Friday issue [here](#).

Get Your Laser Grid Maker Project!
Visit us at Booth #606
To learn more visit: AccessScience.com

Last Chance to Visit the Exhibit Hall

FRIDAY HIGH LIGHTS

- 8:15 a.m. 8:00 D&AS with Sherry Turley, Edcoy Thomas
- 9:30 a.m. Exhibits Coffee Break, Exhibit Hall
- 10:45 a.m. - 3:15 p.m. Resume Review and Interview Coaching Room 103/105
- 12:00 p.m. Adult Author Lunch, Andrea Huffington, Four Seasons Ballroom 1-2
- 12:00 p.m. We Read Diverse Books: Young Adult Author Lunch, Four Seasons Ballroom 4
- 3:00 - 4:00 p.m. Exhibits Closing Reception, Four Seasons Ballroom 4



Advertising Insertion Order

Please return to
Jenn Waters, CustomNEWS:
Fax: 240/257-7171
jwaters@showdailies.com
Questions? 240/401-6779

Company Information

Company Name: _____
Contact: _____ Title: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Ad Agency Information (if applicable)

Agency: _____ Contact: _____
Street: _____
City: _____ State: _____ Zip: _____
Phone: _____ E-mail: _____

Space Reservations

Display ad (1/4 page or larger):

Ad Size: _____ Number of Issues: _____ 4C? _____

Gross Amount: _____ Agency Commission (if applicable): _____

New Product Showcase:

Number of Placements: _____ Total Cost: _____

Email Advertising Placements:

Days for placements: _____ Position: _____ Total Cost: _____

Net Amount: _____

Payment Method: **Bill Me Now** **Bill Me Upon Publication** **Credit Card**

Charge Information

Card type: Select Visa, Mastercard, American Express or Discover

Account #: _____

Expiration Date: _____

Billing address zip code: _____

Signature

Date

Cancellation Policy:
Onsite issue advertisers cancelling after February 1, 2018, will be billed for 50% of the total net cost. Advertisers cancelling after March 1, 2018, will be billed for 100% of the total net cost.