



The Official Daily Newspaper of PLA 2020 Conference

Stand Out at PLA 2020!

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 day in Nashville.

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 January.
- Four daily **Onsite Printed Issues** published and actively distributed in Nashville.
- **BACK FOR 2020:** Interactive electronic **Highlights Issue** with conference video clips e-mailed to early 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 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, with image, for each ad placement.



View *PLA Daily News* from PLA 2018:

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

Only Onsite Print Advertising Option!

There will not be an onsite printed program at PLA 2020 – *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 2020 conference in Nashville.

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 Music City 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 Product Showcase section: 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. **Returning for 2020**, 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 and image 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



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Electronic Interactive Preview Issue

E-mailed to PLA members & attendees on February 10, 2020

On-Site Printed Dailies

Published in Nashville — February 26, 27, 28, 29

Electronic Interactive Highlights Issue

E-mailed to PLA members & attendees after the conference

Deadlines

Preview Issue:

Space: January 29, 2020
Materials: February 4, 2020

Onsite & Highlights Issues:

Space: February 13, 2020
Materials: February 20, 2020

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) **\$12,350**
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	SOLD	SOLD	SOLD	SOLD
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

Product Showcase: 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: 240-844-6310

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



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Product Showcase Listings

Every issue of *PLA Daily News* will feature a Product Showcase section, offering exhibitors the opportunity to highlight products on display at PLA 2020.

• **Cost:** \$750/net (Wednesday/Thursday/Friday) or \$299/net (Thursday only)

• **Listing Includes:**

- Company name and booth number
- Product photo
- Description (100 words max.)
- Link to company website in digital version

• *Listings organized alphabetically, by company name.*

• *Products introduced after 1/1/20 will have a "new" designation.*

Insertion Order deadline: February 13, 2020

Materials deadline: February 20, 2020

BONUS: Reserve your Product Showcase listing by January 29, 2020, and submit text/photo to jwaters@showdailies.com by February 4, 2020, to be included in the preview issue, at no additional charge. (N/A to Thursday-only listings.)

PRODUCT SHOWCASE
PAID LISTINGS

Edleweiss by Above the Treeline Booth #229
Edleweiss gives over 100,000 book professionals a platform to discover, read, review, and order new titles. With all major publisher catalogs and thousands of review copies, you'll never miss out on a new title. And it's free!

Bedtime Math Foundation Booth #203
How many bees does it take to make one jar of honey? How much gum could stick me to the wall? The answers can be found in *How Many Queens Can One Fly on a Planet?*, written by Laura Overdeck, founder of the nonprofit Bedtime Math and author of the best-selling Bedtime Math children's book series.

Palmeri Furniture Booth #1037
Create hands-on learning environments with *Lavore!* Encourage curiosity, teamwork and make imaginations come to life! Designed to adapt to today's in-

Gale, A Cengage Company Booth #501
Gale Small Business Builder: step-by-step, online planning to help aspiring entrepreneurs experienced small-business plans, launch, manage and their small businesses. Nonprofit find tools and templates to the specific needs of four serving their communities.

UNIQUE Management Services Booth #212
Unique Management Service the worldwide leader in meta recovery for libraries, now also provides inbound phone and chat coverage for public libraries. Are you looking for solutions

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 2020. 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 2018 had an average open rate of 22% and an average click-thru rate of 5%.

Email Dates:

- Wednesday, February 26
- Thursday, February 27
- Friday, February 28
- Saturday, February 29

Daily Ad Rates:

- Top banner ad (600 px w x 200 px h): \$900 (net, per ad placement)
- Banner ad (530 px w x 120 px h): \$750 (net, per ad placement)

Insertion Order deadline: February 13, 2020

Materials deadline: February 20, 2020

PLA Daily News
Friday's Headlines

- Meet the 2018 PLA Presidential Candidates
- Coming From Awareness to Funding in 2018
- Customer Service and the Future of Libraries
- Understanding Power, Identity and Oppression
- Tim Wu Concludes Big Ideas on Saturday Morning
- New! Directors, Discussion Group
- How to Get Your Stuff on the Same Page

FRIDAY HIGHLIGHTS

- 8:15 a.m. Big Ideas with Steve Pender-Lan
- 10 a.m. AAF Children's Publishers Book Buzz
- 12:00 p.m. Author Lunch with Jacqueline Woodson
- 12:30 p.m. AAF Adult Publishers Book Buzz
- 1:30-2 p.m. Exhibit Opening Reception
- 5:15 p.m. Book Talks
- 6:30-7 p.m. All Conference Reception

SATURDAY HIGHLIGHTS

- 8:15 a.m. Big Ideas with



Advertising Insertion Order

Please return to
Jenn Waters, CustomNEWS:
Fax: 240/844-6310
jwaters@showdailies.com
Questions? 240/401-6779

Company Information

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

Product Showcase:

Number of Placements: _____ Total Cost: _____ Product New in 2020?: _____

Email Advertising Placements:

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

Net Amount Due: _____

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: _____ CVV/CVC Code: _____

Billing address zip code: _____

Signature

Date

Cancellation Policy:
Onsite issue advertisers cancelling after January 1, 2020, will be billed for 50% of the total net cost. Advertisers cancelling after February 1, 2020, will be billed for 100% of the total net cost.