



Bulletin

2010

Advertising Requirements

- All ads are reproduced in black and white. Do not send 2- or 4-color ads.
- High resolution PDFs are the preferred file format. They must be prepared with "press" option selected. EPS, TIFF, InDesign, and Quark files are accepted as well. If submitting application files, all graphics and fonts must be included. Microsoft Word, PowerPoint, or Publisher ads are not accepted.
- Questions related to file preparation may be directed to Lilo Mueller at LiloGrafik (phone: 717-558-8837, e-mail: lilografik@aol.com).
- Typesetting and art fees will be charged for ads that require adjustment.



Reach PaLA's entire membership of over 1,800 individual librarians, and over 200 libraries.

One of your best advertising vehicles to reach Pennsylvania librarians is the *PaLA Bulletin*, a newsletter issued 6 times per year.

This publication contains news and features to help members keep pace with developments in the library field and other areas of interest which affect libraries and their staffs. PaLA members also look to the *Bulletin* for news about fellow PaLA members and library activities.

If you are seeking a medium which will grab the attention of librarians who represent hundreds of libraries across the state of Pennsylvania, the *Bulletin* offers spaces at a remarkably reasonable rate.

The Bulletin is published 6 times a year (January/February, March/April, May/June, July/August, September/October, November/December).

Closing Dates (booking and copy submission)
30 days prior to publication month

Size		1 x	3 x	6 x
Full Page	7 1/2" x 10"	\$395	\$1,025	\$1,895
1/2 Page	7 1/2" x 4 1/2"	\$295	\$775	\$1,425
1/4 Page	3 1/2" x 4 1/2"	\$240	\$615	\$1,175
Business Card	3 1/2" x 2"	\$85	\$215	\$375