

# Pre-Conference Registration Program and On-site Program Advertising Rates

ADS:	Pre-Conference Registration Program Only Circulation: 15,000	On-Site Program Only Circulation: 4,500	Discounted Rate for Both Pre-Conference Registration and On-Site Program
<b>Black &amp; White (no bleeds)</b>			
Full Page 7" W x 10" H	\$950	\$1,250	\$1,950
½ Page 7" W x 5" H	\$600	\$750	\$1,150
¼ Page 3½" W x 5" H	\$350	\$400	\$600
<b>Four Colour</b>			
Full Page 8⅝" W x 11⅞" H (bleed)	\$1,200	\$1,500	\$2,600
2-Page Spread 17¼" W x 11⅞" H (bleed across gutter)	\$2,100	\$2,800	\$3,900
½ Page 7" W x 5" H (no bleed)	\$750	\$900	\$1,400
¼ Page 3½" W x 5" H (no bleed)	\$500	\$550	\$950

**Trim size:** 8⅝" W x 10⅞" H

**Printing:** Offset

**Line Screens:** Black & white and four colour: 133

**Fonts:** Type 1 Adobe, must be outlined

**Colour:** CMYK

**Deadlines:** (no extensions)

Pre-Conference Registration Program Reservations August 30, 2010

Materials September 15, 2010  
Mails early October 2010

On-Site Program

Reservations December 20, 2010  
Materials January 15, 2011

Distributed at Super Conference

**Payment:** All rates are net; no cash or agency discount allowed. We will invoice advertisers/exhibitors shortly after the publication issue date.

Rates are quoted in Canadian dollars.

OLA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

COVERS:	Pre-Conference Registration Program Only Circulation: 15,000	On-Site Program Only Circulation: 4,500
<b>Four Colour</b>		
Inside Front Cover 8⅝" W x 11⅞" H (bleed)	n/a	\$2,000
Inside Back Cover 8⅝" W x 11⅞" H (bleed)	n/a	\$2,000
Outside Back Cover 8⅝" W x 11⅞" H (bleed)	Sold	\$2,400



Full Page



½ Page



¼ Page

Reserve your space today using the insertion order form on page seven of this prospectus.

Preparing and submitting ad materials for Super Conference 2011 Programs

Options for submitting materials:

**Email** a press-ready PDF to [info@gappointreach.com](mailto:info@gappointreach.com). All fonts and high-resolution images must be embedded.

**Mail** a press-ready PDF on CD to shipping address noted above.

**Upload** press-ready PDF to OLA's FTP site. For instructions Email [info@gappointreach.com](mailto:info@gappointreach.com).

Mark all CDs and name all files with advertiser's name and publication name.

To Reserve Space in the 2011 Super Conference Pre-Conference Registration and On-Site Program

Gap. Point. Reach. Inc

2006 Queen Street East, Unit 7

Tel: (416) 699-1938

FAX: (866) 211-2999

[info@gappointreach.com](mailto:info@gappointreach.com)



# Placement Order

For your convenience this PDF form has interactive features allowing you to fill out your information without having to print a copy. This is part of OLA's commitment to green the conference through using fewer sheets of paper. Once complete the form can be securely sent through email.

**By Email** [click here to submit the form electronically](#)

## COMPANY INFORMATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

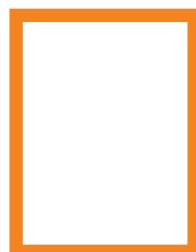
Email \_\_\_\_\_

Technical Contact about Artwork \_\_\_\_\_ Email \_\_\_\_\_

PO number (if any): \_\_\_\_\_

### To Reserve Space in the 2011 Super Conference Pre-Conference Registration and On-Site Program

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2006 Queen Street East, Unit 7  
Tel: (416) 699-1938  
FAX: (866) 211-2999  
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Full Page



½ Page



¼ Page

ADS:	Pre-Conference Registration Program Only	On-Site Program Only	Both Pre-Conference Registration and On-Site Program	Total
<b>Black &amp; White</b>				
Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,950	
½ Page	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,150	
¼ Page	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400	<input type="checkbox"/> \$600	
<b>Four Colour</b>				
Full Page	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$2,600	
2-Page Spread	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$4,200	
½ Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,400	
¼ Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550	<input type="checkbox"/> \$950	

COVERS:	Pre-Conference Registration Program	On-Site Program	Total
<b>Four Colour</b>			
Inside Front Cover	n/a	<input type="checkbox"/> \$2,000	
Inside Back Cover	n/a	<input type="checkbox"/> \$2,000	
Outside Back Cover	Sold	<input type="checkbox"/> \$2,400	

Placement is subject to confirmation by OLA.

Cheque payable to Ontario Library Association

VISA  MASTERCARD

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Expiry \_\_\_\_/\_\_\_\_ Name on Card \_\_\_\_\_

**Deadlines:**

**Pre-Conference Registration Program**

Reservations: August 30 Materials: September 15

**On-Site Program**

Reservations: December 20 Materials: January 15

Subtotal \_\_\_\_\_

13% HST \_\_\_\_\_

Total \_\_\_\_\_



∴ ontario library association