



Illinois Library Association

ADVERTISING RATES/CALENDAR

ILA REPORTER

The *ILA Reporter*, the quarterly journal of the Illinois Library Association, includes feature articles on professional concerns and developments, along with association news, legislation issues concerning libraries, and an annual library architecture showcase each March.

Publication Schedule: Quarterly: March, June, September, December

Circulation: Approximately 10,000

Rates & Measurements: Save 10% by advertising in 2 issues

Save 15% by advertising in 4 issues.

ILA Associate Members receive an additional 10% discount.

Size:	Measurements (Horizontal x Vertical):	Member/Non-Member:	Number of Issues:		
			One:	Two:	Four:
Inside Back Cover (4 color, bleed)	8.75" x 11.25" (Allow .125" bleed on all 4-sides)	Non-Member:	\$634	\$1141	\$2156
		Member:	\$570	\$1027	\$1938
Back Cover (half page, 4 color, bleed)	8.625" x 5.6255" (Allow .125" bleed on top and left side)	Non-Member:	\$358	\$645	\$1218
		Member:	\$322	\$582	\$1095
Full Page	7" x 9.125" (Allow .125" bleed on all 4-sides)	Non-Member:	\$551	\$992	\$1874
		Member:	\$497	\$894	\$1687
½ Page Horizontal	7" x 4.75"	Non-Member:	\$370	\$665	\$1256
		Member:	\$331	\$595	\$1125
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		Member:	\$331	\$597	\$1125
⅓ Page Horizontal	7" x 3.25"	Non-Member:	\$303	\$546	\$1031
		Member:	\$272	\$490	\$926
¼ Page Horizontal	7" x 2.5"	Non-Member:	\$232	\$417	\$788
		Member:	\$210	\$377	\$712
¼ Page Vertical	3.375" x 4.5"	Non-Member:	\$232	\$417	\$788
		Member:	\$210	\$377	\$712
⅕ Page Horizontal	3.375" x 2.25"	Non-Member:	\$144	\$258	\$487
		Member:	\$129	\$233	\$439
⅕ Page Vertical	2.25" x 4.5"	Non-Member:	\$144	\$258	\$487
		Member:	\$129	\$233	\$439

Deadlines: Insertion orders and camera-ready art due:

- March Issue: January 20th
- June Issue: April 20th
- September Issue: July 20th
- December Issue: October 20th

PDF Files: Must be high-resolution press-ready optimized with fonts embedded. All photos placed in ad must be 300 ppi not exceeding 100% of original size. Use process color (CMYK). No spot color. Make sure dimensions match with the contracted ad size.

Digital Image Specifications: Greyscale or color file, .jpg, .tif, or .eps: 300 ppi (pixels per inch). Bitmap image: 600 ppi. No .gif files.

Payment: Full payment is due upon receipt of tear sheet.

Questions: Contact Sarah Anderson at sanderson@ila.org or 312-644-1896.

Reserve your space now by emailing, mailing, or faxing this completed form to Sarah Anderson. sanderson@ila.org ILA, 560 W. Washington Blvd., Ste. 360, Chicago, IL 60661 Fax: (312) 644-1899 Thank you!

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