



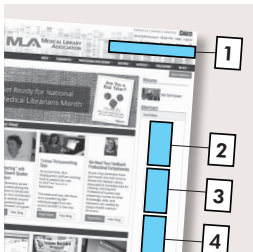
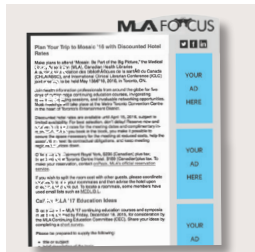
## MLA Publications

- Annual Meeting Programs/Print
- *Journal of the Medical Library Association*/Online
- MLA News/Online & App

## Electronic Sponsorships

- MLA-FOCUS/Email Newsletter
- MLANET Banners
- Email Blasts
- Other Marketing Opportunities

- Annual meeting exclusive promotions
- Mailing lists
- Pre- and post-registration email blasts
- Email blasts



# 2017 MLA RATE CARD

[www.mlanet.org/marketing](http://www.mlanet.org/marketing)

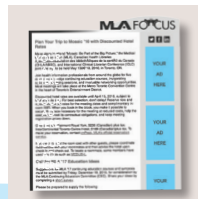
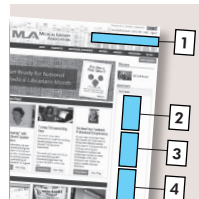


Whether you specialize in publishing, technology, online services, or other health information management services, the Medical Library Association (MLA) captures your audience efficiently and cost effectively.

Through its email blast service, newsletter and quarterly journal, two annual meeting programs, MLA's website, and bimonthly electronic newsletter, MLA carries your message year-round to key decision makers in the health sciences information field, including:

- health sciences librarians
- library directors and department heads
- instructors
- systems experts
- consultants

More than 3,500 health information specialists rely on MLA to keep up with industry trends, maintain professional contacts, and make purchasing decisions. From universities to hospitals to government agencies, your message will reach select, qualified readers.



## MLA Publications

### Annual Meeting Programs (In Print)

Your ad in the *Preliminary Program* reaches the entire MLA membership, as well as related markets, with a total distribution of more than 4,800. The *Preliminary Program* contains an overview of the annual meeting, including registration and travel information. The *Official Program* is the most up-to-date source of information and is distributed to more than 1,500 registrants. It includes daily programs and a list of exhibitors.

### *Journal of the Medical Library Association* (Online)

MLA's peer-reviewed, scholarly journal is the definitive source of information about the latest research, technology, and innovations in the health information field. Regular features include comment and opinion, book and electronic resources reviews, special focus issues, case studies, and more.

### MLA News (Online)

MLA's new central online location for all membership news. For advertisers who want consistent and frequent exposure, reach our audience in one central reader experience. A part of the *MLA News* will be accessible to all visitors, with the remainder requiring membership login.

## Electronic Sponsorships

MLANET gives advertisers a highly focused, prequalified audience; this focus is often not possible with large consumer websites.

**MLA-FOCUS:** An opt-in electronic newsletter that sends a banner ad to a targeted audience two times a month.

**MLANET:** Our portal to the world, MLANET offers guaranteed visibility and is the launching point to thousands of pages of resources for the profession and the public. Visit [www.mlanet.org](http://www.mlanet.org).

**Email Blasts:** Send your messages to MLA as HTML attachments, and we'll do the rest.

### Other Marketing Opportunities

- Annual meeting promotions
- Mailing lists
- Pre- and post-registration email blasts

# MLANEWS

(Online only)

## PRODUCT SPOTLIGHTS

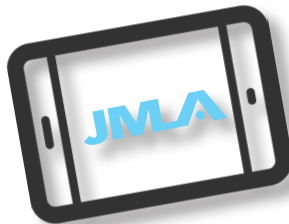
(Sponsored content)

Place your content among ours in MLA's new central online location for all professional and association news.

Product spotlights are posted for 2 months and include:

- Your company's headline
- Up to 500 words
- 4 links
- Logo
- Contact details

Price: \$2,000, copy due 2 weeks in advance of posting



# JMLA

Journal of the Medical  
Library Association

(Online)

## EXCLUSIVE SPONSORSHIP OF THE JMLA FOR 2017

Show your support for open access by sponsoring the leading journal in health sciences librarianship.

Sponsorship includes:

- Prominent sponsor recognition on the new dedicated JMLA site
- 180x150 pixel linked banner and sponsor recognition in the email table of contents
- Recognition on the MLANET home page in the heading rotator banner
- Recognition quarterly in MLA-FOCUS issues
- Recognition quarterly in the MLANET Twitter feed

Price: \$15,000 (exclusive 12-month sponsorship)

# SPONSORED WEBINARS



Program Price: \$5,000

Reach MLA's targeted audience and educate them so they can make an informed decision about your company's product. Teach MLA members something that will help them in their job.

MLA will support webinars through extensive marketing support and access to our audience.

## Sponsor:

- Coordinates, manages, and produces the live webinar and subsequent recording
- Provides instructors

## MLA will provide the following marketing and support:

- MLA will handle registrations
- 2 dedicated email messages promoting the webinar to MLA members and guests
- 2 mentions in MLA-FOCUS, MLA's member e-newsletter, leading up to the webinar
- 3 social media mentions leading up to the webinar
- Promotional rotator on our home page leading up to the webinar
- The course recording will be listed in the course catalog on our learning management system for up to 3 years

# NEW

# Annual Meeting Publications

The premier event for health information professionals, the MLA annual meeting and exhibition provides a forum for the diverse members of the medical library community to come together in the professional atmosphere of an educational and networking meeting.

The exhibit hall is an exciting place for meeting attendees. There, decision makers in the medical library community search for the best in products, services, and technology to help them improve their own effectiveness and find the tools they need to prepare themselves and their workplaces for the future.

More than 1,300 library leaders want to make the most of their participation at MLA '17, and your exhibit can become a valuable part of this experience. Contact Hall-Erickson at 630.434.7779; [mla@heexpo.com](mailto:mla@heexpo.com).



## Preliminary Program

(Published annually, circulation 4,800)

	Color	Black & white
Full page	\$2,975	\$2,225
Half page	\$2,775	\$2,025

## SPECIAL POSITIONS\*

Full page, color only	
Inside front cover	\$3,375
Inside back cover	\$3,175
Back cover	\$3,525

## DISPLAY CLOSING DATES

Space reservations	November 17, 2016
Artwork due	December 7, 2016

\*Other special positions available at same rate, call 312.419.9094 x26 for positions.

## Official Program

(Published annually in May, circulation 1,500)

	Four-color	Black & white
Full page	\$3,500	\$2,800
Half page	\$3,100	\$2,300

### SPECIAL POSITIONS\*

Full page, color only		
Inside front cover	\$4,300	
Inside back cover	\$4,000	
Back cover	\$4,300	
Opposite TOC	\$4,150	
Opposite inside front cover	\$4,300	

*\*Other special positions available at same rate, call for positions.*

### DISPLAY CLOSING DATES

Space reservations	April 15, 2017
Artwork	April 25, 2017

## Additional Annual Meeting Marketing Opportunities

Reach 1,300 annual meeting attendees with MLA's marketing opportunities specifically targeted to this important segment, including hotel door drops, attendee bag inserts, a custom hotel room door hanger or room key, preregistration email blasts, and preregistration mailing list rentals. For complete details and pricing, check out [www.mlanet.org/page/am-marketing](http://www.mlanet.org/page/am-marketing).

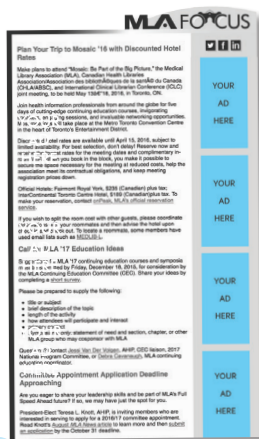
## Annual Meeting Sponsorship Opportunities

MLA invites you to become an annual meeting sponsor and increase your company's recognition among 1,300 attendees. Choose from online opportunities, event sponsorships, and much more on our sponsor pledge form found via [www.mlanet.org/d/do/6123](http://www.mlanet.org/d/do/6123).

As part of MLA's thanks for your sponsorship, your company will also receive a range of sponsor benefits to maximize your company's visibility at the annual meeting and drive traffic to your booth.

# Electronic Sponsorships

## MLA-FOCUS



MLA-FOCUS, a bimonthly electronic newsletter, is sent to approximately 2,800 MLA members. MLA-FOCUS is an effective way for MLA to communicate program and service information to members. It can also be effective as a way to announce your new products, pricing, and trade show participation or promote your goods and services to our members.

**3-month minimum sponsorship  
(6 issues): \$5,600**

## MLA Email Blasts Lists Expanded by Over 50%!

Reach the entire MLA membership plus registered guests in the most effective and convenient way through our EMAIL BLAST SERVICE. This exciting opportunity is a perfect way to carry your messages to key decision makers in the health sciences information field. Send your messages to us as HTML attachments, and we'll do the rest.

**Email blasts sent the weeks you choose:**

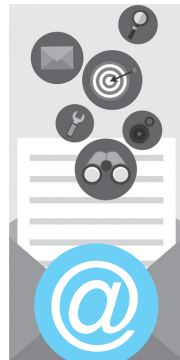
Price: 1 message for \$3,980

2 messages for \$3,700 each

3 messages for \$3,470 each

## MLA Mailing List Rental

MLA's lists are accurate and up-to-date. Go to [www.mlanet.org/maillinglists](http://www.mlanet.org/maillinglists) for list counts, pricing, and a downloadable fill-in PDF order form and license agreement.





# THE BRAND NEW MLANET

## Six-Month Banner Sponsorships

MLANET was totally transformed in 2015. We've consolidated all members, sections, committees, and SIGs into a single association platform, while improving user experience. All group websites and blogs, email discussion lists, annual meeting website, and education are housed together, resulting in a HUGE INCREASE IN PAGE VIEWS TO MLANET!

**Choose from two six-month periods:**  
October 1—March 31 or April 1—September 30

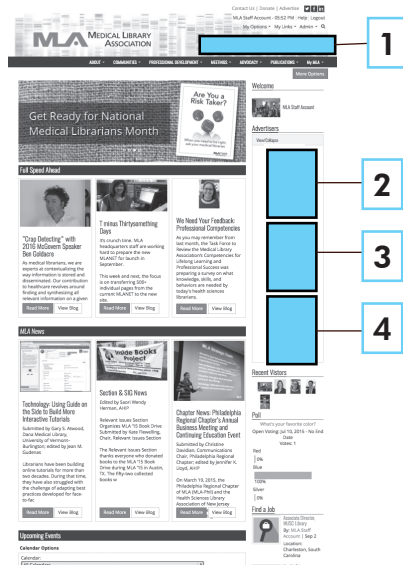
Only 4 Banners Posted Per 6-month Period

Position 1 \$7,500: 468x60 px

Position 2 \$7,500: 220x300 px

Position 3 \$7,000: 220x300 px

Position 4 \$6,500: 220x300 px



**Terms:** MLANET generally receives more than 110,000 page views per month; however, we do not guarantee any specific number of impressions, and pricing is not based on impressions or click-through rates. • We recommend that your link be to the company home page or to a value-added information site that targets MLANET users. • Sponsor banners must be a stationary image or logo no larger than the specified size; no JavaScript, applets, or animations are accepted. • Send image at maximum resolution. • Send URL and graphic saved as a GIF or JPEG file via email. • Graphic or link can be updated once after 3 months. • Sponsorship does not constitute MLA's endorsement or approval of sponsor's goods or services, and sponsor agrees not to communicate an endorsement or approval.

# Design Guide (Annual Meeting Publications)

Deadlines are listed on previous pages. Specs can also be found at [www.mlanet.org/designguide](http://www.mlanet.org/designguide).

## SIZE (Trim size 8.5" wide x 11" deep)

Full page 8" wide x 10.5" deep

Full page bleed 8.75" wide x 11.25" deep

Half page 8" wide x 5" deep

Quarter page 3.75" wide x 5" deep

- **Bleeds:** Add 10% to rates. Bleeds must be specified on insertion order form. All bleeds must be included in file. Bleed not to exceed 0.25" past trim size. All cover ads bleed.
- All spot colors and RGB must be converted to CMYK.
- All files and accompanying artwork must be at least 300 dpi.
- We prefer you submit your art as a high-resolution PDF. We also accept EPS or TIFF files via email.
- Be sure to use lowercase, alpha-numeric characters when naming your files. (Avoid symbol characters and most punctuation marks. It is okay to use the period, underscore, and hyphen.) Make sure to label each file with your company name as part of the file name, followed by underscore and the name of the publication it is being submitted for and the correct extension.  
Example: `yourcompany_program_mla17`

# Terms for Display Advertising


- *Preferred Positions:* MLA tries to accommodate all position preferences; however, guaranteed positions require payment.
  - MLA will work with you on special arrangements concerning remnant space, color advertisements, inserts, and other special packaging. Ad design, output, and proofs are additional services available on request.
- *Commissions and Invoicing:* 15% to all recognized advertising agencies on space, position, and color; applicable to all MLA serial publications and programs. No cash discount. Two tearsheets are sent regularly after publication with each invoice, to be paid within 30 days.
- *Frequency Discounts:*
  - To qualify for frequency discounts, all ads in a multiple contract must be the same size and must appear within one year of the first insertion. A two-page spread is counted as two insertions.
  - If, on a multiple contract, new artwork is not supplied, the latest ad submitted will be picked up.
  - For ads that do not follow a predetermined publication schedule, frequency discounts are computed one year after the first insertion, and rebates are issued at that time.

- If a multiple contract is canceled for any reason, frequency discounts will be adjusted to account only for ads that run.
- Rates are subject to change. Contracted rates are honored until the contract terminates, not to exceed one year.
- After the space deadline, orders may not be canceled.
- Cover reservations may not be canceled
- Send electronic artwork and insertion orders to:

Advertising Coordinator  
Medical Library Association  
65 East Wacker Place, Suite 1900,  
Chicago, IL 60601-7246  
312.419.9094 x26; fax, 312.419.8950  
[redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org)

- Please include name, phone number, and address of creator of ad, in case we need to contact you about the ad.
- We recommend that you submit electronic files one week prior to the published material deadline.

**Visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing) for opportunities to connect with MLA members.**

 LA is a nonprofit, educational organization of health sciences information professional members worldwide. Founded in 1898, MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public.

MLA values your advertising business and will work with you to meet your media objectives. For detailed information on how MLA can fit into your marketing plans, write, call, or email our advertising coordinator at 312.419.9094 x26; email, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).



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Chicago, IL 60601-7246

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Fax, 312.419.8950

Email, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org)  
Website, [www.mlanet.org](http://www.mlanet.org)