



## 2019 MLA MARKETING OPPORTUNITIES AND RATE CARD

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

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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, quarterly journal, two annual meeting programs, website, and weekly 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 3,000 health information specialists and 400 institutions 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.

# JMLA Journal of the Medical Library Association [ONLINE]

## EXCLUSIVE SPONSORSHIP OF THE JMLA FOR 2019

MLA's peer-reviewed, scholarly journal launched its new online platform in 2017. The *JMLA* is the single destination for readers to access the latest research, technology, and innovations in the health information field.

Show your support for open access by sponsoring the leading journal in health sciences librarianship. MLA's peer-reviewed journal is the most respected voice in health sciences librarianship. Deliver your brand's message alongside the groundbreaking research and evidence-based professional practice that leaders in the field use to shape their decisions.

Exclusive 12-month sponsorship includes:

- Prominent year-round sponsor banner on the dedicated *JMLA* site with a 120x240 pixel, linked banner on every page
- 120x240 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 *MLAConnect* issues
- Recognition quarterly in MLA social media outlets (Twitter, LinkedIn, and Facebook)
- Full-page color display ad on the back cover of the print *JMLA*

Price: \$16,000 (exclusive 12-month sponsorship)



## Product Spotlights (Sponsored Content) and Banner Ads

MLAConnect is MLA's new weekly electronic newsletter filled with association news, announcements, industry news, and calls for discussion and action. Place your content among ours in this responsive, easy-to-read format that contains all the up-to-the-minute information that MLA members rely on to stay informed.

## 3 Options Available for Advertising:

1. Product Spotlights (sponsored content): \$2,500 per month
  - b. Product Spotlights are included in 4 e-newsletters, deployed weekly
  - c. Each e-newsletter is also posted on MLANET

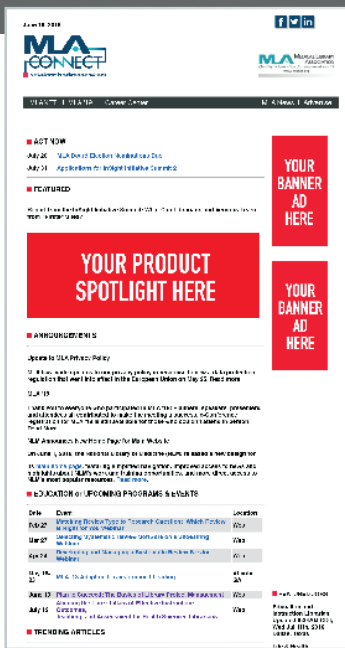
Each Product Spotlight includes:

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

2. 120x240-pixel, linked side banner: \$1,000 per month

3. For maximum exposure, a combination of a "Product Spotlight" plus a 120x240-pixel, linked banner: \$3,200 per month (4 e-newsletters)

Copy is due 2 weeks in advance of posting.



### MLA EMAIL BLASTS (LIST COUNT 4,059)

Reach the 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.

# MLANET

MLA's portal to the world, MLANET is a single association platform consolidating all members, sections, committees, and special interest groups. All group websites and blogs, email discussion lists, the annual meeting website, and education are housed together. Site visits have increased more than 20% in 2018!

Sponsor banners have guaranteed visibility as they appear on thousands of pages for the profession.

## Six-Month Banner Sponsorships

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 118,000 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.

The image displays four examples of banner advertisements on the MLANET website, each with a red box and a number indicating its position:

- 1:** A banner for the Medical Library Association (MLA) featuring the MLA logo and navigation links like 'My Options', 'My Links', 'Admin', and 'Q'.
- 2:** A banner for JMA (The premier journal in health sciences librarianship) with a search bar and a 'Wolters Kluwer' logo.
- 3:** A banner for 'Transforming MLA Communities and the Management Model' featuring a lightbulb graphic and the text 'NEW MINDSET NEW RESULTS'.
- 4:** A banner for 'MLA News' with a search bar and a 'Wolters Kluwer' logo.

### HOSTED WEBINARS

Program Price: \$5,000

Hosting a webinar helps position your company as an industry leader, while building your brand. By hosting a webinar, you will engage MLA members, while shining a spotlight on your products and services. This is an ideal program to drive traffic to your company website, product page, or other relevant information.

Make your webinar even more valuable. Equip attendees with knowledge based on the MLA Professional Competencies, while offering MLA continuing education credit. Visit [MEDLIB-ED.org](http://MEDLIB-ED.org) for additional information.

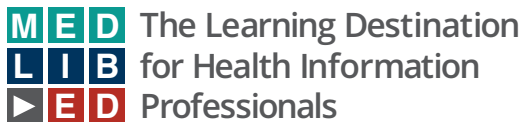
MLA will promote webinars through extensive marketing support and access to our audience.

#### WEBINAR HOST WILL:

- Coordinate, manage, and produce the live webinar and subsequent recording
- Provide instructors
- Apply for MLA continuing education credit (optional)

#### MLA WILL PROVIDE THE FOLLOWING MARKETING AND SUPPORT:

- MLA will handle registrations (or host can choose to handle)
- 2 dedicated email messages promoting the webinar to MLA members and guests (text copy and logo provided by sponsor)
- 2 mentions in *MLAConnect*, 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 1 year





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.

Approximately 1,100 library leaders want to make the most of their participation at MLA '19, and your exhibit can become a valuable part of this experience. Contact Hall-Erickson at 630.434.7779; [mla@heiexpo.com](mailto:mla@heiexpo.com).



ANNUAL MEETING PUBLICATIONS

Your ad in the *Preliminary Program* reaches the entire MLA membership, as well as related markets, with a total distribution of more than 4,300. 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 approximately 1,100 registrants. It includes daily programs and a list of exhibitors.

PRELIMINARY PROGRAM

(Published annually, circulation over 4,300)

	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	October 22, 2018
Artwork due	November 9, 2018

OFFICIAL PROGRAM

(Published annually in May, circulation over 1,300)

	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	*Other special positions available at same rate, call for positions.
Inside back cover	\$4,000	
Back cover	\$4,300	
Opposite TOC	\$4,150	
Opposite inside front cover	\$4,300	

DISPLAY CLOSING DATES

Space reservations	March 15, 2019
Artwork	March 29, 2019

ADDITIONAL ANNUAL MEETING MARKETING OPPORTUNITIES

Reach approximately 1,100 annual meeting attendees with MLA’s marketing opportunities specifically targeted to this important segment, including attendee bag inserts, preregistration and postregistration 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 approximately 1,100 attendees. Choose from online opportunities, event sponsorships, and much more on our sponsor pledge form found via [www.mlanet.org/d/do/12587](http://www.mlanet.org/d/do/12587).

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 exhibitor booth.

### **Preregistration Email List**

Reach approximately 1,000 preregistered attendees with your direct mail piece. \$1,200 per list

### **Weekly E-Newsletter Sponsorship Leading Up to the Meeting (MLAConnect)**

More than 2,600 members will be subscribed to MLA's new weekly electronic newsletter, *MLAConnect*. The e-newsletter is filled with association news, announcements, industry news, and calls for discussion and action. Place your content among ours in this responsive, easy-to-read format that contains all the up-to-the minute information that MLA members rely on to stay informed. Your 50-word message and website link or banner ad will appear at the height of the annual meeting season in 12 issues, March–May. \$5,600

### **Preregistration and Postregistration Email Blasts**

The perfect way to distribute invitations, special offers, and other information related to MLA '19 in Chicago. Emails can be sent the weeks of April 8, April 15, April 22, and April 29.

- Price:
- 1 message for \$3,600 (\$3,960 the weeks of April 22 and April 29)
  - 2 messages for \$3,200 each
  - 3 messages for \$2,800 each

Introduced in 2018: 2 Group Email Blasts (1 for Sunrise Seminars and the other for Tech Showcases) will be deployed 2 times each for the price of 1! Promote and receive RSVPs to these important events.

### **Preregistration Attendee List**

Set up meetings on site at MLA '19 via the preregistration attendees list, which includes name, institution, city, state, and country. Signed license/agreement required. \$1,200

### **Attendee Bag Insert**

(4-page 8.5x11-inch pages maximum; no food items accepted)

Each attendee receives a free meeting tote bag—the perfect vehicle to distribute your invitations, brochures, announcements, raffle drawings, and so on. \$3,500 per insert

### **MLA '19 Mobile App Advertising Package**

This package includes a prominent rotating banner near the top of the mobile app landing page that clicks through to your website, one push notification at the time of your choice, and a PDF or Word document attachment on your app exhibitor page. \$1,500

### **MLA '19 App Enhanced Exhibitor Listing**

Value-added enhanced exhibitor listings on the MLA '19 mobile app include a logo banner across the top of the exhibitor page, a link to the exhibitor's website, and social media. \$150

### **MLA '19 Travel Grants**

Sponsor MLA members to attend the annual meeting through your generous support. Sponsorship: \$10,000 each

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

The Medical Library Association (MLA) is a global, nonprofit educational organization, with a membership of more than 400 institutions and 3,000 professionals in the health information field. Since 1898, MLA has fostered excellence in the professional practice and leadership of health sciences library and information professionals to enhance health care, education, and research throughout the world. MLA educates health information professionals, supports health information research, promotes access to the world's health sciences information, and works to ensure that the best health information is available to all. For more information about MLA, visit [MLANET.org](http://MLANET.org).

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 703.442.2079; email, [sheth@mail.mlahq.org](mailto:sheth@mail.mlahq.org).



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