



MLA '18 Marketing Opportunities



Adapting | Transforming | Leading
May 18–23 📍 Atlanta, GA
www.mlanet.org | [#mlanet18](https://twitter.com/mlanet18)

Visit www.mlanet.org/marketing to view samples of some of these marketing tools and to find other opportunities to reach MLA's highly targeted, tech-savvy audience of health information professionals. Contact Barbara Redmond for additional information: redmond@mail.mlahq.org.

Preliminary Program

Space reservation: November 16, 2017

Artwork: November 29, 2017

Mailed in January to the entire MLA membership and related markets, the *Preliminary Program* contains an overview of the annual meeting, registration and travel information, continuing education courses, and dates of all key events. Used so often, it frequently accompanies attendees to the annual meeting.

Official Program

Space reservation: April 2, 2018

Artwork: April 16, 2018

The *Official Program* is packed with the details for meeting attendees, and it is distributed onsite to approximately 1,100 registrants. It includes daily programs, vendor showcases and seminars, exhibitor listings, and more.

E-Newsletter Sponsorship Leading Up to the Meeting (MLA-FOCUS)

More than 2,600 members subscribe to the twice-monthly MLA-FOCUS, one of MLA's most important communication vehicles. MLA-FOCUS reports on association news with links to articles, issues, and events of interest to health information professionals. Your 50-word message and website link—or banner ad—will appear at the height of annual meeting season, March–May.

Preregistrants Mailing List

Direct mail is still a simple and effective way to get your message out to approximately 1,100 preregistered attendees. A final, post-meeting list is also available in June.

Preregistration Email Service

Reach preregistered attendees through our email blast service. Email service will be available from April 23 through May 17 just before most attendees leave for the meeting. All messages must be received 2 weeks in advance. Web specifications apply.

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

Attendee Bag Insert

Each attendee receives a free meeting tote bag—the perfect vehicle to distribute your invitations, announcements, raffle drawings, and so on. Certain size and page-length restrictions apply.

(Find order form & terms on back side.) ---->

MLA '18 MARKETING OPPORTUNITIES ORDER FORM

PRELIMINARY PROGRAM

(Space reservation Nov. 16 artwork Nov. 29)

I wish to reserve advertising space in the **Preliminary Program**.

Full-page, color x \$2,975 _____

Full-page, b&w x \$2,225 _____

Half-page, color x \$2,775 _____

Half-page, b&w x \$2,025 _____

Full Page, color only, positions:

Inside front cover x \$3,375 _____

Inside back cover x \$3,175 _____

Back cover x \$3,525 _____

Subtotal Preliminary Program \$ _____

OFFICIAL PROGRAM

(Space reservation Apr. 2 artwork Apr. 16)

I wish to reserve advertising space in the **Official Program**.

Full-page, color x \$3,500 _____

Full-page, b&w x \$2,800 _____

Half-page, color x \$3,100 _____

Half-page, b&w x \$2,300 _____

Full Page, color only, positions:

Inside front cover x \$4,300 _____

Inside back cover x \$4,000 _____

Back cover x \$4,300 _____

Opposite TOC x \$4,150 _____

Opposite 2nd cover x \$4,300 _____

Subtotal Official Program \$ _____

ADDITIONAL OPPORTUNITIES

E-Newsletter (MLA-FOCUS)

\$5,600 (6 issues) \$ _____

Mailing List available in April

Visit www.mlanet.org/marketing for required mailing list forms, samples, specs, and terms.

\$1,200 per list \$ _____

Preregistrant Email Service available the weeks of

April 23, April 30, May 7, and May 14

1 message \$3,600 (\$3,960 the weeks of May 7 and May 14)

2 messages \$3,200 each

3 messages \$2,800 each \$ _____

Group Email Blasts for Technology Showcases and Sunrise Seminars. These Group Email Blasts will be deployed 2 times each for \$3,600 (2 for the price of 1!). Separate specifications apply. \$ _____

Attendee Bag Insert

(4-page, 8.5x11-in. max.)

\$3,500 per insert \$ _____

Total Marketing Order \$ _____

Invoices will be issued upon services rendered.

REQUIRED INFORMATION

COMPANY _____

CONTACT _____

TELEPHONE (INCLUDE AREA CODE) _____

EMAIL _____

ADDRESS _____

CITY, STATE, ZIP _____

To reserve space, simply complete the order form and email to redmond@mail.mlahq.org, or fax 312.419.8950.

For assistance, contact Barbara Redmond, redmond@mail.mlahq.org.



For other MLA marketing opportunities, visit www.mlanet.org/marketing.