



MLA '19 Marketing Opportunities



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 Kathy Bradley for additional information: bradley@mail.mlahq.org.

Preliminary Program

Space reservation: October 22, 2018

Artwork: November 9, 2018

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: March 15, 2019

Artwork: March 29, 2019

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.

Weekly E-Newsletter Sponsorship Leading Up to the Meeting

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.

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 8 through May 2, just before most attendees leave for the meeting. All messages must be received 2 weeks in advance. Web specifications apply.

Also: Introduced in 2018, 2 Group Email Blasts (one 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.

Attendee List

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

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.

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.

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

MLA '19 MARKETING OPPORTUNITIES ORDER FORM

PRELIMINARY PROGRAM

(Space reservation October 22, artwork November 9)

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 March 15, artwork March 29)

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

Weekly E-Newsletter

\$5,600 (12 issues) \$ _____

Preregistrant 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 8, April 15, April 22, and April 29

1 message \$3,600 (\$3,960 the weeks of April 22 and April 29)

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 \$ _____

Attendee List

Includes name, institution, city, state, and country. Signed license/agreement required.

\$1,200 per list \$ _____

MLA '19 Mobile App Advertising Package

\$1,500 \$ _____

MLA '19 App Enhanced Exhibitor Listing

\$150 \$ _____

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 bradley@mail.mlahq.org, or fax 703.506.3266.

For assistance, contact Kathy Bradley, bradley@mail.mlahq.org.



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