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.

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 Sabrina Sheth for additional information: sheth@mail.mlahq.org.
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.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page, color x $2,975</td>
<td></td>
</tr>
<tr>
<td>Full-page, b&amp;w x $2,225</td>
<td></td>
</tr>
<tr>
<td>Half-page, color x $2,775</td>
<td></td>
</tr>
<tr>
<td>Half-page, b&amp;w x $2,025</td>
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</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page, color x $3,500</td>
<td></td>
</tr>
<tr>
<td>Full-page, b&amp;w x $2,800</td>
<td></td>
</tr>
<tr>
<td>Half-page, color x $3,100</td>
<td></td>
</tr>
<tr>
<td>Half-page, b&amp;w x $2,300</td>
<td></td>
</tr>
</tbody>
</table>

**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 sheth@mail.mlahq.org, or fax 703.506.3266.

For assistance, contact Sabrina Sheth, sheth@mail.mlahq.org.

MEDICAL LIBRARY ASSOCIATION

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