



MLACONNECT Weekly E-Newsletter NEW in 2019!

Product Spotlights (Sponsored Content) and Banner Ads

MLACONNECT is the Medical Library Association’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
 - a. Product Spotlights are included in 4 e-newsletters, deployed weekly
 - b. 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.

ORDER FORM

COMPANY _____

CONTACT _____

TELEPHONE (INCLUDE AREA CODE) _____

EMAIL _____

ADDRESS _____

CITY, STATE, ZIP _____

Choose Option:
 Product Spotlights (\$2,500 each) _____
 120x240 Linked Banner (\$1,000 each) _____
 Combination Product Spotlight & Banner (\$3,200) _____
 Months Requested: _____

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.