

COMPANY _____

CONTACT _____

TELEPHONE (INCLUDE AREA CODE) _____

EMAIL _____

ADDRESS _____

CITY, STATE, ZIP _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Rate*\$ _____

Total Marketing Order\$ _____

If you would like the rate card sent to you or if you have questions, please call Kathy Bradley at 703.506.3260; fax, 703.506.3266; email, bradley@mail.mlahq.org.

* For rates and information, please refer to the current MLA Rate Card or go to www.mlanet.org/marketing.

ADVERTISING/MARKETING INSERTION ORDER FORM

Check publication/issue(s) Check all instructions that apply

YEAR-ROUND ADVERTISING/MARKETING



Electronic Newsletter

Banner ad 120px W x 240px H

- 1-month period (4 issues)
_____ to _____
- Product Spotlights (sponsored content)
Number of Product Spotlights _____
Months Requested _____
- Combination Product Spotlight Plus banner



- Exclusive 12-month Sponsorship

MLANET 6-Month Banners

- October through March
- April through September
Banner Position _____

Membership Email Blasts

HTML messages
Number of messages _____ Desired week(s) _____

Hosted Webinars

Desired Date _____

Check all instructions that apply

ANNUAL MEETING ADVERTISING/MARKETING



Annual Meeting Publications

Call for available positions

- PRELIMINARY PROGRAM
- OFFICIAL PROGRAM
- New ad
- Repeat ad from _____
- Color
- Spread
- Full page
- Half page
- Inside front cover
- Inside back cover
- Back cover
- Other guaranteed position

Preregistration Email Blasts

- HTML messages
- Number of Messages _____
- Desired Week(s) _____



Preregistration Mailing List

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

Attendee Bag Insert

- (4-page, 8.5x11-in. max.)
- Preregistration Attendee List
- MLA '19 Mobile App Advertising Package
- MLA '19 App Enhanced Exhibitor Listing
- MLA '19 Travel Grants