Sound OFF

rethink YOUR VALUE

Convention NEWS

AALL 2013 · Seattle · July 13-16 · 106th Annual Meeting & Conference

Dear AALL Annual Meeting Exhibitor:

How can you get your marketing message to many thousands of law librarians in a timely, low-cost manner? Through advertising in the annual meeting's newspaper, *Sound Off*.

Sound Off, a full-sized tabloid newspaper, will be published four times during the conference and provided free to all attendees. And returning this year will be two electronic editions - one before the meeting and one after - that will be distributed to all AALL members and interested parties.

These electronic and printed editions will be the first place attendees turn for late-breaking news, feature articles, photographs and updated meeting information.

You will have the opportunity, through advertising in *Sound Off*, to increase traffic to your booth, invite attendees to your special events and announce your new products.

Advertising rates and mechanical specifications are printed on the reverse of this letter. Returning this year will be a coupons page. Each issue of *Sound Off* will have a page of coupons that attendees will check out for special deals and events.

All inquiries, payments and advertising materials should be directed to our publisher, John Carter, at CustomNEWS, 571-232-3681.

Thank you and we look forward to seeing you in Seattle.

Cordially,

Philippe Cloutier, Editor
Sound Off
Librarian, Lane Powell PC

EXTEND YOUR REACH TO ALL AALL MEMBERS!

Sound Off offers two electronic editions. The first will be e-mailed to the universe of AALL members and friends about four weeks before the July gathering. Advertisers can reach attendees just as they are planning their time in Seattle. Your ad will insure your company's booth is a must-visit.

Then about a month after the annual meeting ends, AALL will publish a wrap-up edition. An ad in this edition will reach the broadest stretch of the law librarian market.

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Preview June 2013	Show Daily July 15, 2013
Show Daily July 13, 2013	Show Daily July 16, 2013
Show Daily July 14, 2013	Wrap-Up August 2013

The American Association of Law Libraries' convention daily newspaper is a one-of-a-kind opportunity for exhibitors and members to communicate their message, on site, right at the Annual Meeting, July 13-16, 2013 in Seattle, WA.

After its very successful run last year in Boston as *The Hub*, these daily issues are back in Seattle as *Sound Off*. *Sound Off* will be published four times during the Annual Meeting, July 13-16. Exhibitors can reach the American Association of Law Libraries attendees with their important sales messages.

Returning this year will be two electronic editions: one will be sent to AALL members about four weeks before the annual meeting and the other will be sent about a month after the Seattle gathering ends. These electronic editions offer the same vital content as the on-site printed editions and have the added plus of bonus readership.

The AALL convention newspaper will reach law library professionals at precisely the right time. These issues will help guarantee high visibility and maximum traffic for your company and its exhibit booth or press conference.

As an additional bonus, companies also advertising in AALL's July magazine or final program will receive a 15% discount on space purchased in the paper. (Full color charges apply)

Size	Electronic Issues 1x/2x	W. x D.	1X	2X	3X	4X
Bellyband			NA	NA	NA	$11,250
Back Cover	NA/NA	9 3/4″ x 14″	NA	NA	NA	$8,200
Full Page	$1,300/$1,800	9 3/4″ x 14″	$1,800	$3,400	$4,825	5,850
Half Page Isl.	1,075/1,500	7″ x 9 3/4″	1,550	2,900	4,200	5,300
Half Page	800/1,200	9 3/4″ x 7″	1,400	2,600	3,800	4,800
1/3 Page	700/1,100	7″ x 7″	1,225	2,275	3,300	4,250
1/4 Page	600/1,000	4 3/4″ x 7″	1,000	1,850	2,625	3,350
Coupon	400/600	4 3/4″ x 3″	550	850	1,200	1,500

Size

Trim size is 11 1/4″ x 15″. Pages are four columns wide. All critical matter or illustrations should be kept at least 1/4″ from all trim edges.

Bleed Spreads

Four-color or black-and-white spreads are available ROP. Rate is space plus 15 percent. All bleeds are toward the gutter only.

Color

Color is available for $750 per insertion.

Mechanical Charges

Any work done at an advertiser's request will be charged. This includes electronic pre-flighting, alternations, substitutions, etc.

Printing/Paper Stock

Sound Off is printed cold web on 50 lb. offset stock.

Inserts

Advertising inserts are accepted at space plus $150/1,000.

Premium Positions

Premium positions are available at 15 percent over black-and-white space costs.

Materials Accepted

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.

Production of Advertisements

Where an advertiser does not have advertising copy, the convention newspaper will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

Agency Commissions/Discounts

Sound Off will pay a standard 15 percent commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.

DEADLINES: — Preview editions: Space and Ad Copy, June 6, 2013

CONTACT: John Carter (800) 627-8723 TO RESERVE SPACE NOW!

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Custom NEWS INC.

Advertising Insertion Order

Company

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Agency (*Please provide this information if appropriate*)

Agency: _____ Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Specifics

Which Issues? _____ Size of Ad: _____

Gross Space Cost: $ _____ Extras: Animation $ _____ Video $ _____

Total Gross Cost: $ _____ Less Agency Commission or Discount (if appl.) $ _____

Net amount: $ _____ ☐ Bill me ☐ Credit Card (see below)

Special Instructions (Indicate special position, other discounts, etc.)

_____

_____

Fax, mail or e-mail this Insertion Order to:

_____
Signature

_____
Date

Custom NEWS INC.

4341 Montgomery Avenue • Bethesda, MD 20814
Fax: (703) 564-0495 • Phone: (800) 627-8723
jcarter@showdailies.com

Charge Information

☐ Visa ☐ MC ☐ Discover ☐ American Express

Account #: _____ Expiration Date: _____

Name of Cardholder: _____ Signature _____