



## 2018 MLA RATE CARD

[www.mlanet.org/marketing](http://www.mlanet.org/marketing)

### PUBLICATIONS

#### ANNUAL MEETING PROGRAMS

JMLA

MLA NEWS

### ELECTRONIC SPONSORSHIPS

MLA-FOCUS

MLA EMAIL BLASTS

MLA MAILING LIST RENTAL

MLANET

SPONSORED WEBINARS

### ANNUAL MEETING

ANNUAL MEETING PUBLICATIONS

ADDITIONAL MARKETING OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES





Whether you specialize in publishing, technology, online services, or other health information management services, the Medical Library Association (MLA) captures your audience efficiently and cost effectively.

Through its email blast service, newsletter and quarterly journal, two annual meeting programs, website, and bimonthly electronic newsletter, MLA carries your message year-round to key decision makers in the health sciences information field, including:

- health sciences librarians
- library directors and department heads
- instructors
- systems experts
- consultants

More than 3,100 health information specialists rely on MLA to keep up with industry trends, maintain professional contacts, and make purchasing decisions. From universities to hospitals to government agencies, your message will reach select, qualified readers.



Journal of the Medical  
Library Association [ONLINE]

## EXCLUSIVE SPONSORSHIP OF THE JMLA FOR 2018

MLA's peer-reviewed, scholarly journal launched its new online platform in 2017. The *JMLA* is the single destination for readers to access the latest research, technology, and innovations in the health information field.

Show your support for open access by sponsoring the leading journal in health sciences librarianship. MLA's peer-reviewed journal is the most respected voice in health sciences librarianship. Deliver your brand's message alongside the groundbreaking research and evidence-based professional practice that leaders in the field use to shape their decisions.

Exclusive 12-month sponsorship includes:

- Prominent sponsor banner on the dedicated *JMLA* site
- 180x150 pixel linked banner and sponsor recognition in the email table of contents
- Recognition on the MLANET home page in the heading rotator banner
- Recognition quarterly in *MLA-FOCUS* issues
- Recognition quarterly in MLA social media outlets (Twitter, LinkedIn, and Facebook)
- Full-page color display ad on the back cover of the print *JMLA*, which approximately 21% of individual members chose in 2017

Price: \$16,000 (exclusive 12-month sponsorship)

# MLA NEWS [ONLINE]

MLA's central online location for all membership news. For advertisers who want consistent and frequent exposure, reach our prequalified audience in one central reader experience. A part of the *MLA News* will be accessible to all visitors, with the remainder requiring membership login.

## PRODUCT SPOTLIGHTS / SPONSORED CONTENT

Keep your products at the top of MLA members' minds all year long through the *MLA News*. Product Spotlights are the best way to get your product noticed. This advertising opportunity is designed to maximize your reach and is a great way to introduce new products and services and highlight solutions to our members.

Product spotlights are posted for 1 month and include:

- Your company's headline
- Up to 500 words
- 4 links
- Logo
- Contact details
- Inclusion in the email table of contents

Price: \$2,500, copy due 2 weeks in advance of posting

ELECTRONIC SPONSORSHIPS

MLA-FOCUS

MLA-FOCUS, a bimonthly electronic newsletter, is sent to over 2,600 MLA members. MLA-FOCUS is an effective and timely way for MLA to communicate information about professional opportunities, programs, and service information to members. It can also be effective as a way to announce your new products, pricing, and trade show participation or promote your goods and services to our members.

A 3-month minimum sponsorship (6 issues) is required. Each issue will carry your 120x240 hyperlinked banner or 50-word message and website link. One message change per month is allowed.



Each 3-month minimum sponsorship (6 issues): \$5,600

MLA EMAIL BLASTS  
(LIST COUNT 3,276)

Reach the MLA membership plus registered guests in the most effective and convenient way through our email blast service. This exciting opportunity is a perfect way to carry your messages to key decision makers in the health sciences information field. Send your messages to us as HTML attachments, and we'll do the rest.

Email blasts sent the weeks you choose:

- Price: 1 message for \$3,980
- 2 messages for \$3,700 each
- 3 messages for \$3,470 each

MLA MAILING LIST RENTAL

MLA's lists are accurate and up-to-date. Go to [www.mlanet.org/maillinglists](http://www.mlanet.org/maillinglists) for list counts, pricing, and a downloadable fill-in PDF order form and license agreement.

MLA's portal to the world, MLANET is a single association platform consolidating all members, sections, committees, and special interest groups. All group websites and blogs, email discussion lists, the annual meeting website, and education are housed together. Site visits have more than doubled in the first half of 2017!

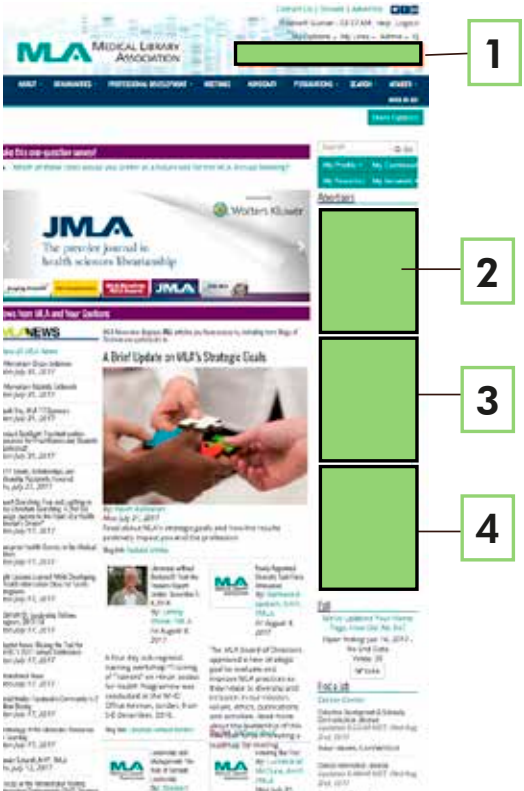
Sponsor banners have guaranteed visibility as they appear on thousands of pages for the profession.

Six-Month Banner Sponsorships  
Choose from two six-month periods:  
October 1—March 31 or April 1—September 30

Only 4 Banners Posted Per 6-month Period

- Position 1 \$7,500: 468x60 px
- Position 2 \$7,500: 220x300 px
- Position 3 \$7,000: 220x300 px
- Position 4 \$6,500: 220x300 px

**Terms:** MLANET generally receives more than 110,000 page views per month; however, we do not guarantee any specific number of impressions, and pricing is not based on impressions or click-through rates. • We recommend that your link be to the company home page or to a value-added information site that targets MLANET users. • Sponsor banners must be a stationary image or logo no larger than the specified size; no JavaScript, applets, or animations are accepted. • Send image at maximum resolution. • Send URL and graphic saved as a GIF or JPEG file via email. • Graphic or link can be updated once after 3 months. • Sponsorship does not constitute MLA's endorsement or approval of sponsor's goods or services, and sponsor agrees not to communicate an endorsement or approval.



### SPONSORED WEBINARS

Program Price: \$5,000

Sponsoring a webinar helps position your company as an industry leader, while building your brand. By sponsoring a webinar, you'll engage MLA members while shining a spotlight on your products and services. This is an ideal program to drive traffic to your company website, product page, or other relevant information.

Make your webinar even more valuable. Equip attendees with knowledge based on the MLA Professional Competencies while offering MLA continuing education credit. Visit [MEDLIB-EB.org](http://MEDLIB-EB.org) for additional information.

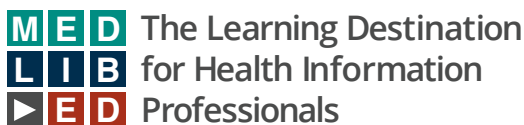
MLA will promote webinars through extensive marketing support and access to our audience.

#### SPONSOR WILL:

- Coordinate, manage, and produce the live webinar and subsequent recording
- Provide instructors
- Apply for MLA continuing education credit (optional)

#### MLA WILL PROVIDE THE FOLLOWING MARKETING AND SUPPORT:

- MLA will handle registrations (optional)
- 2 dedicated email messages promoting the webinar to MLA members and guests (text copy and logo provided by sponsor)
- 2 mentions in MLA-FOCUS, MLA's member e-newsletter, leading up to the webinar
- 3 social media mentions leading up to the webinar
- Promotional rotator on our home page leading up to the webinar
- The course recording will be listed in the course catalog on our learning management system for up to 1 year



## ANNUAL MEETING

The premier event for health information professionals, the MLA annual meeting and exhibition provides a forum for the diverse members of the medical library community to come together in the professional atmosphere of an educational and networking meeting.

The exhibit hall is an exciting place for meeting attendees. There, decision makers in the medical library community search for the best in products, services, and technology to help them improve their own effectiveness and find the tools they need to prepare themselves and their workplaces for the future.

More than 1,100 library leaders want to make the most of their participation at MLA '18, and your exhibit can become a valuable part of this experience. Contact Hall-Erickson at 630.434.7779; [mla@heexpo.com](mailto:mla@heexpo.com).



ANNUAL MEETING PUBLICATIONS

Your ad in the *Preliminary Program* reaches the entire MLA membership, as well as related markets, with a total distribution of more than 3,100. The *Preliminary Program* contains an overview of the annual meeting, including registration and travel information. The *Official Program* is the most up-to-date source of information and is distributed to more than 1,120 registrants. It includes daily programs and a list of exhibitors.

PRELIMINARY PROGRAM

(Published annually, circulation over 3,600)

	Color	Black & white
Full page	\$2,975	\$2,225
Half page	\$2,775	\$2,025

SPECIAL POSITIONS\*

Full page, color only		
Inside front cover	\$3,375	
Inside back cover	\$3,175	
Back cover	\$3,525	

DISPLAY CLOSING DATES

Space reservations	November 16, 2017
Artwork due	November 29, 2017

OFFICIAL PROGRAM

(Published annually in May, circulation over 1,100)

	Four-color	Black & white
Full page	\$3,500	\$2,800
Half page	\$3,100	\$2,300

SPECIAL POSITIONS\*

Full page, color only		
Inside front cover	\$4,300	*Other special positions available at same rate, call for positions.
Inside back cover	\$4,000	
Back cover	\$4,300	
Opposite TOC	\$4,150	
Opposite inside front cover	\$4,300	

DISPLAY CLOSING DATES

Space reservations	April 2, 2018
Artwork	April 16, 2018

## ADDITIONAL ANNUAL MEETING MARKETING OPPORTUNITIES

Reach 1,100 annual meeting attendees with MLA's marketing opportunities specifically targeted to this important segment, including, attendee bag inserts, preregistration and postregistration email blasts, and preregistration mailing list rentals. For complete details and pricing, check out [www.mlanet.org/page/am-marketing](http://www.mlanet.org/page/am-marketing).

### PREREGISTRATION MAILING LIST

Reach approximately 1,000 preregistered attendees with your direct mail piece. \$1,200 per list

### ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

MLA invites you to become an annual meeting sponsor and increase your company's recognition among over 1,100 attendees. Choose from online opportunities, event sponsorships, and much more on our sponsor pledge form found via [www.mlanet.org/d/do/6123](http://www.mlanet.org/d/do/6123).

As part of MLA's thanks for your sponsorship, your company will also receive a range of sponsor benefits to maximize your company's visibility at the annual meeting and drive traffic to your booth.

### E-NEWSLETTER SPONSORSHIP LEADING UP TO THE MEETING (MLA-FOCUS)

More than 2,600 members subscribe to the twice-monthly MLA-FOCUS, one of MLA's most important communication vehicles. MLA-FOCUS reports on association news with links to articles, issues, and events of interest to health information professionals. Your 50-word message and website link—or banner ad—will appear at the height of annual meeting season, March–May. 3-month sponsorship (6 issues): \$5,600

### PREREGISTRATION AND POSTREGISTRATION EMAIL BLASTS

The perfect way to distribute invitations, special offers, and other information related to MLA '18 in Atlanta. Emails can be sent the weeks of April 23, April 30, May 7, and May 14.

Price: 1 message for \$3,600 (\$3,960 the weeks of May 7 and May 14)

2 messages for \$3,200 each

3 messages for \$2,800 each

New for 2018: 2 Group Email Blasts (1 for Sunrise Seminars and the other for Tech Showcases) will be deployed 2 times each for the price of 1! Promote and receive RSVPs to these important events.

### ATTENDEE BAG INSERT

(4-page 8.5x11-inch pages maximum; no food items accepted)

Each attendee receives a free meeting tote bag—the perfect vehicle to distribute your invitations, announcements, raffle drawings, and so on.

**Visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing)  
for opportunities to connect with MLA members.**

MLA is a nonprofit, educational organization of health sciences information professional members worldwide. Founded in 1898, MLA provides lifelong educational opportunities, supports a knowledgebase of health information research, and works with a global network of partners to promote the importance of quality information for improved health to the health care community and the public.

MLA values your advertising business and will work with you to meet your media objectives. For detailed information on how MLA can fit into your marketing plans, write, call, or email our advertising coordinator at 312.419.9094 x26; email, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).



65 East Wacker Place, Suite 1900  
Chicago, IL 60601-7246

Phone, 312.419.9094

Fax, 312.419.8950

Email, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org)

Website, [www.mlanet.org](http://www.mlanet.org)

# Exclusive Sponsorship OF THE *JMLA* FOR 2018



MORE THAN 446,000  
PAGE VIEWS IN THE  
FIRST HALF OF 2017!

MLA's peer-reviewed journal is the definitive source of information about the latest research, technology, and innovations in the health information field. Show your support for open access by sponsoring the leading journal in health sciences librarianship.

## Sponsorship includes:

- Prominent sponsor recognition on the dedicated *JMLA* site
- 180x150 pixel linked banner and sponsor recognition in the email table of contents
- Recognition on the MLANET home page in the heading rotator banner
- Recognition quarterly in MLA-FOCUS issues
- Recognition quarterly in the MLA social media outlets (Twitter, LinkedIn, and Facebook)
- Full-page color display ad on the back of the print quarterly *JMLA* (21% of individual members chose print in 2017)

Price: \$16,000 (exclusive 12-month sponsorship)



## ORDER FORM

Price: \$16,000

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

Be sure to consult our design guide at  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).

To reserve this exclusive sponsorship, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org) or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).

# Product Spotlights

## SPONSORED CONTENT



Keep your products at the top of MLA members' minds all year long through the *MLA News*. Product Spotlights are the best way to get your product noticed. This new advertising opportunity is designed to maximize your reach and is a great way to introduce new products, services and highlight solutions to our members.

Product Spotlights are posted for 1 month and include:

- Your company's headline
- Up to 500 words
- 4 links
- Logo
- Contact details
- Inclusion in the email table of contents

Copy due 2 weeks in advance of posting



### ORDER FORM

**Price: \$2,500**

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

TOTAL NUMBER OF PRODUCT SPOTLIGHTS

MONTHS REQUESTED

To reserve a date, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org) or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing).



# 2018 MLA-FOCUS Sponsor

MLA-FOCUS is a free, opt-in electronic newsletter for members of the Medical Library Association (MLA), so **those who receive it actually read it!** It's one of the only ways to reach our members by email.

More than 2,600 MLA members subscribe to the twice monthly opt-in electronic newsletter. MLA-FOCUS is one of MLA's most important vehicles for communicating timely program and service information to members. It is also an effective way for sponsors to announce new products, pricing, or trade show participation, or promote their goods and services to our prequalified health information professionals.

Each issue carries your **120x240 pixel** banner ad and a hyperlink or 50-word message and website link. A consecutive, 3-month minimum sponsorship is required. One message change per month is allowed if all copy arrives at the start of the contract. Specs are available on request.

A 3-month (6 issues) sponsorship is **only \$5,600.**

## 2018 Dates

\*Dates are approximate

January	1/11	1/25
February	2/8	2/22
March	3/8	3/22
April	4/5	4/19
May	5/3	5/17
June	6/7	6/21
July	7/12	7/26
August	8/9	8/23
September	9/6	9/20
October	10/4	10/18
November	11/1	11/15
December	12/6	12/20

MLA-FOCUS: July 13, 2017  
Register Now for These Upcoming Educational Opportunities  
July 27  
**Webinar: Survey Success: 10 Essential Tips for Effective Survey Design**  
You will learn simple rules for constructing an easy-to-use questionnaire that yields useful, actionable information. This webinar distills years of experience in designing, implementing, and evaluating survey research into ten essential and easy tips for creating a successful survey.  
August 15  
**Webinar: Scoping Reviews: Mapping Your Course to Success**  
In this webinar for expert and aspiring expert searchers, you will learn what a scoping review is, how to work with research teams on the scoping review process, and when to recommend a scoping review. This informative, lively, discussion-based webinar focuses on practical solutions to data management and search challenges of scoping reviews, enabling you to improve the quality of your search services and raise your profile in your environment. Participants will be invited to submit scoping review questions prior to the webinar.  
NLM/AAHSL Leadership Fellows Program, 2017/18  
Call for Applications  
The Association of Academic Health Sciences Libraries (AAHSL) is pleased to announce the 2017/18 year of the leadership program jointly sponsored by the National Library of Medicine (NLM) and AAHSL. The NLM/AAHSL Leadership Fellows Program, which focuses on preparing emerging leaders for the position of library director in academic health sciences libraries, is accepting applications through July 28, 2017.  
Fellows will have the opportunity to experience another library environment and to work closely with a mentor and collaboratively with other fellows and mentors. The multifaceted program takes advantage of flexible scheduling and an online learning community. Candidates with a strong interest in pursuing a directorship in academic health sciences libraries and with leadership experience in academic, hospital, or other library-related settings are encouraged to apply.



YOUR  
AD  
HERE

YOUR  
AD  
HERE

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

3 MONTHS REQUESTED (MUST BE CONSECUTIVE)

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).



For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing).



# Email Blasts

Reach 3,276 Medical Library Association (MLA) members and registered guests in the most effective and convenient way through our EMAIL BLAST SERVICE. This exciting year-round opportunity is a perfect way to carry your messages to key decision makers in the health sciences information field. Send your messages to us as HTML attachments, and we'll deploy them on the dates you choose.

## Terms:

- Desired week of blasts must be included with order. Blasts are sent only on weekdays. The total number of blasts per day may be limited.
- All messages are due 2 weeks prior to the first blast to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).
- All messages are subject to approval by MLA. MLA reserves the right to reject any order.
- The distribution of the message to MLA's members does not constitute MLA's endorsement or approval of goods and services. MLA's name or logo should not be used in the message without MLA's prior written approval.

## Specifications (please share with your designer):

- HTML files for email blasts must be sent as attachments. Please do not forward your files or embed them in the body of the email to MLA, as this will result in formatting problems. Text-only email blasts may be sent as Word document attachments.
- Do not include opt-out information. MLA tracks opt-outs.
- Please host any images on your web server.
- Use absolute image links. The image tags should look like ``, not ``.
- Do not use a cascading style sheet (CSS) as part of your code. Non-web-based email programs (such as Outlook) cannot interpret CSS. Check your email blast by sending it through at least one email program before submitting. Files often look different in email programs than they do in a web browser.
- Pay attention to special characters—including "smart" quotation marks, en and em dashes, and non-English characters. These may not render correctly, resulting in a messy appearance.
- Please indicate which specific fonts you would like the text to be presented in. This avoids any problems that may occur with translation from editor to web.
- Maximum size is 32,512 HTML characters.
- Please leave space at bottom for MLA to add an opt out link.

## Email blasts sent the dates you choose:

Price: 1 message for \$3,980

2 messages for \$3,700 each

3 messages for \$3,470 each

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

TOTAL NUMBER OF BLASTS

BLAST DATES REQUESTED:

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing).



# Mailing List Rentals



- ☒ MLA mailing lists let you sell directly to key buyers in the health information profession.
- ☒ Our lists are accurate and up-to-date. We offer a money-back guarantee that your mailing will arrive at its intended destination.
- ☒ We also offer a keycode service to track the success of our lists.

## Important List Rental Information

- ☒ MLA lists do **not** include email addresses or telephone numbers. If you wish to reach our members by email, please consider becoming an MLA-FOCUS sponsor or purchasing an MLA Email Blast. Details can be found at [www.mlanet.org/marketing](http://www.mlanet.org/marketing).
- ☒ A copy of your mailing piece (or mock-up with text) is **required** with your order.
- ☒ We only ship orders **after** reviewing your mailing piece and obtaining a signed copy of the license agreement (PDF) from [www.mlanet.org/maillinglists](http://www.mlanet.org/maillinglists).
- ☒ MLA reserves the right to refuse any list-rental order if the list use is considered inappropriate for the interests of MLA's members.
- ☒ **List brokers:** The license agreement must be signed by the client receiving the list, if the list is to be shipped to the client. If the broker is receiving the list or handling the client's mailing, the broker must complete the license agreement. List brokers receive a 15% discount on stated price of lists.

## How to Place an Order

1. Go to [www.mlanet.org/maillinglists](http://www.mlanet.org/maillinglists) for list counts, pricing, and a downloadable fill-in PDF order form and license agreement.
2. Provide a copy or a sample of the mailing piece.
3. Email or fax your order to Kate Corcoran, [corcoran@mail.mlahq.org](mailto:corcoran@mail.mlahq.org); fax, 312.419.8950.

## Contacts

- ☒ For general questions about mailing list rental, pricing, list counts and delivery dates, or forms, contact Kate Corcoran, 312.419.9094 x12; email, [corcoran@mail.mlahq.org](mailto:corcoran@mail.mlahq.org).
- ☒ For information about other MLA advertising opportunities, please contact Barbara Redmond, 312.419.9094 x26; email, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).



For other MLA marketing opportunities, visit  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).



# 2018 MLANET SPONSORSHIPS

## SIX-MONTH BANNER SPONSORSHIPS

MLA's portal to the world, MLANET is a single association platform consolidating all sections, committees, and special interest groups. All group websites and blogs, email discussion lists, the annual meeting website, and education are housed together.

SITE VISITS HAVE MORE THAN DOUBLED IN THE FIRST HALF OF 2017!

Choose from **two six-month periods**:

October 1 through March 31 OR  
April 1 through September 30

Position 1 \$7,500: 468x60 px

Position 2 \$7,500: 220x300 px

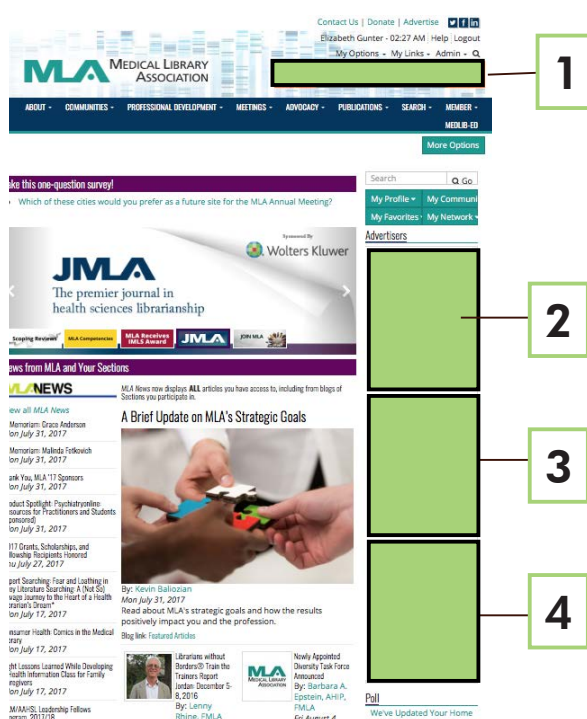
Position 3 \$7,000: 220x300 px

Position 4 \$6,500: 220x300v px

Contact Barbara Redmond at [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org) to become an MLANET sponsor or email this completed order form back to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

**Sponsor Banners Have Guaranteed Visibility as They Appear on Thousands of Pages!**

### Home Page



### Internal Pages



Find order form & terms on back side. ➔

## TERMS

- ☐ Six-month sponsorships run either:  
October 1 through March 31  
April 1 through September 30
- ☐ Sponsorship graphics may include any or all of the following:
  - your company name and logo
  - description of product line
  - slogans that do not provide comparative descriptions of your products or services
  - value neutral descriptions of your products or services (including pictures)
  - your company's locations, contact information, and web address
- ☐ Send URL link and graphic saved as a .PNG, .GIF, or .JPG file via email.
- ☐ Sponsor banners must be a stationary image or logo no larger than the specified size; no Javascript, applets, or animations are accepted.
- ☐ Graphic or link can be updated once after 3 months.
- ☐ MLANET generally receives more than 110,000 page views per month; however, we do not guarantee any specific number of impressions, and pricing is not based on impressions or click-through rates.
- ☐ No more than 5 sponsors will be accepted for main MLANET pages at any time.
- ☐ We recommend that your link be to your company home page or to a value-added information site that targets MLANET users.
- ☐ Sponsorship does not constitute MLA's endorsement or approval of sponsor's goods or services, and sponsor agrees not to communicate an endorsement or approval.
- ☐ Positions are on a first-come, first-served basis.

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

Position: ☐ 1 ☐ 2 ☐ 3 ☐ 4

Period: ☐ October through March ☐ April through September

Total Marketing Order ..... \$ \_\_\_\_\_

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).



# Sponsored Webinars



Sponsoring a webinar helps position your company as an industry leader, while building your brand. By sponsoring a webinar, you'll engage MLA members while shining a spotlight on your products and services. This is an ideal program to drive traffic to your company website, product page, or other relevant information.

MLA will promote webinars through extensive marketing support and access to our audience.

## Sponsor will:

- Coordinate, manage, and produce the live webinar and subsequent recordings
- Provide instructors
- Apply for MLA continuing education credit (optional)

## MLA will provide the following marketing and support:

- MLA will handle registrations (optional)
- 2 dedicated email messages promoting the webinar to MLA members and guests (Text copy and logo provided by sponsor)
- 2 mentions in MLA-FOCUS, MLA's member e-newsletter, leading up to the webinar
- 3 social media mentions leading up to the webinar
- Promotional rotator on our home page leading up to the webinar
- The course recording will be listed in the course catalog on our learning management system for up to 1 year
- The course must be scheduled 8 weeks prior to event

## ORDER FORM

**Program Price: \$5,000**

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

DESIRED WEBINAR DATE(S)

To reserve a date, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org) or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit [www.mlanet.org/marketing](http://www.mlanet.org/marketing).



# MLA '18 Marketing Opportunities



**Adapting | Transforming | Leading**  
May 18–23 🌟 Atlanta, GA  
[www.mlanet.org](http://www.mlanet.org) | [#mlanet18](https://twitter.com/mlanet18)

Visit [www.mlanet.org/marketing](http://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 Barbara Redmond for additional information: [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).

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## **Preliminary Program**

**Space reservation: November 16, 2017**

**Artwork: November 29, 2017**

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: April 2, 2018**

**Artwork: April 16, 2018**

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.

## **E-Newsletter Sponsorship Leading Up to the Meeting (MLA-FOCUS)**

More than 2,600 members subscribe to the twice-monthly MLA-FOCUS, one of MLA's most important communication vehicles. MLA-FOCUS reports on association news with links to articles, issues, and events of interest to health information professionals. Your 50-word message and website link—or banner ad—will appear at the height of annual meeting season, 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 23 through May 17 just before most attendees leave for the meeting. All messages must be received 2 weeks in advance. Web specifications apply.

Also new for 2018: 2 Group Email Blasts (1 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.

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

# MLA '18 MARKETING OPPORTUNITIES ORDER FORM

## PRELIMINARY PROGRAM

(Space reservation Nov. 16 artwork Nov. 29)

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 Apr. 2 artwork Apr. 16)

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

### E-Newsletter (MLA-FOCUS)

\$5,600 (6 issues) \$ \_\_\_\_\_

### 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 23, April 30, May 7, and May 14

1 message \$3,600 (\$3,960 the weeks of May 7 and May 14)

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 \$ \_\_\_\_\_

**Total Marketing Order** \$ \_\_\_\_\_

Invoices will be issued upon services rendered.

## REQUIRED INFORMATION

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_

TELEPHONE (INCLUDE AREA CODE) \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

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# Preregistrant Email Blasts!



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May 18–23 📍 Atlanta, GA

[www.mlanet.org](http://www.mlanet.org) | [#mlanet18](https://twitter.com/mlanet18)

Reach preregistered MLA '18 attendees in the most effective and convenient way through our email blast service. This exciting opportunity is a perfect way to distribute invitations, special offers, and other information related to MLA '18 in Atlanta. Send your message to us as an HTML attachment, and we'll do the rest. Emails can be sent from April 23 through May 17, just before most attendees leave for the meeting.

## Email blasts sent the weeks of April 23, April 30, May 7, and May 14

Price: 1 message \$3,600 (\$3,960 the weeks of May 7 and May 14)

2 messages for \$3,200 each

3 messages for \$2,800 each

Also new for 2018: 2 Group Email Blasts (1 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.

### Terms:

Desired week of blasts must be included with order. Blasts are sent only on weekdays. The total number of blasts per day may be limited.

All messages are due together 2 weeks prior to the first blast to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).

All messages are subject to approval by the Medical Library Association (MLA). MLA reserves the right to reject any order.

The distribution of the message to MLA's members does not constitute MLA's endorsement or approval of goods and services. MLA's name or logo should not be used in the message without MLA's prior written approval.

### Specifications (please share with your designer):

- HTML files for email blasts must be sent as attachments. Please do not forward your files or embed them in the body of the email to MLA, as this will result in formatting problems. Text-only email blasts may be sent as Word document attachments.
- Do not include opt-out information. MLA tracks opt-outs.
- Please host any images on your web server.
- Use absolute image links. The image tags should look like ``, not ``.
- Do not use a cascading style sheet (CSS) as part of your code. Non-web-based email programs (such as Outlook) cannot interpret CSS.
- Check your email blast by sending it through at least one email program before submitting. Files often look different in email programs than they do in a web browser.
- Pay attention to special characters—including "smart" quotation marks, en and em dashes, and non-English characters. These may not render correctly, resulting in a messy appearance.
- Please indicate which specific fonts you would like the text to be presented in. This avoids any problems that may occur with translation from editor to web.
- Maximum size is 32,512 HTML characters.

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

TOTAL NUMBER OF BLASTS

BLAST WEEKS REQUESTED: CHOOSE FROM THE WEEKS OF 4/23, 4/30, OR 5/7

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org), or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



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# MLA '18

## Sponsor Pledge Form



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May 18–23 Atlanta, GA  
[www.mlanet.org](http://www.mlanet.org) | #mlanet18

Complete the following information or attach a business card. Include payment information on the back.

### SPONSOR BENEFITS

Increase your company's visibility to over 1,100 MLA attendees. Check the desired sponsor items below and return the completed form to MLA. Sponsorships are awarded as pledges are received. If your selection is not available, MLA will contact you. Benefits are listed below.

Level is based on the total sponsorship amount. "X" indicates benefit provided.	Gold \$26,000+	Silver \$15,000+	Bronze \$4,000+
<b>Pre-Meeting Benefits</b>			
Listing as a sponsor on MLA's website.	X	X	X
Priority allocation of exhibit space at MLA meetings (orders by September 1)	X	X	X
Logo on cover of <i>Preliminary Program</i> , pledge by November 1.	X	X	
<b>On-Site Benefits</b>			
Special "Sponsor" ribbons for representatives' badges.	X	X	X
Recognition in registration area.	X	X	X
Sponsor icon by listing in guide to exhibits	X	X	X
Special recognition in the <i>Official Program</i>	X	X	X
Recognition by MLA's president at general session.	X	X	X
Your company's name posted at sponsored event.	X	X	X
Wine at your exhibit booth during the Opening of the Hall of the Exhibits/Welcome Reception	X	X	X
Chocolate giveaways at your exhibit booth	X	X	X
Logo on cover of <i>Official Program</i> , pledge by February 15.	X	X	
Eligible for a Lunch and Learn or breakfast time slot	X		
<b>Post-Meeting Benefits</b>			
Recognition in the <i>JMLA</i> and <i>MLA News</i> (distribution 3,700).	X	X	
Photo of your annual meeting exhibit published in the <i>JMLA</i> and <i>MLA News</i> .	X		

### SPONSOR OPPORTUNITIES

#### Online Opportunities

- ☐ **Combined Online Meeting Programming/Online Meeting Content Site:** Reach to over 1,100 attendees on site and at home by sponsoring meeting content consisting of video and audio with electronic presentation for meeting sessions. Your logo and link on landing page beginning 3 weeks before the meeting and extending 12 months after the meeting.  
**With the Online Scheduler:** Support our cutting-edge schedule application. As attendees plan their meeting days, your company will be prominently recognized with a link viewed by to over 1,100 attendees beginning 2 months before the meeting.  
**Exclusive sponsorship: \$14,000**
- ☐ **WiFi Access at Convention Center:** Sponsor recognition includes your logo and link on WiFi landing page, and password up to 8 characters.  
**Exclusive sponsorship: \$22,000**
- ☐ **Poster Sessions:** Your name displayed at the 4 on-site sessions, Sunday, Monday, and Tuesday. Online recognition begins 3 weeks before the meeting with your logo and link displayed on the poster portal. The portal remains active for 12 months post-meeting with over 10,000 hits.  
**Exclusive sponsorship: \$5,000**
- ☐ **Mobile Event App Sponsorship:** Attendees can access their personal schedules and the full meeting schedule from any device. They can track which exhibits they've visited, download speaker presentations, and take notes from their smartphones or tablets. Starting 2 weeks before the meeting, your company's logo displays on the splash screen when attendees launch the app, and your banner will display across the top of each page.  
**Exclusive sponsorship: \$15,000**

MORE OPPORTUNITIES →

## Meals and Receptions

- ☐ **Welcome Reception and Opening of Hall of Exhibits:** Exclusive sponsorship: \$11,000
- ☐ **President's Awards Dinner:** Tuesday evening (6:30–10:00 p.m.) SPECTACULAR EVENT! Exclusive sponsorship: \$26,000
- ☐ **New Member Breakfast: Exclusive sponsorship:** \$6,000
- ☐ **International Visitors Reception:** 300 international members attend this networking event. Your name will be prominently displayed at the event. Exclusive sponsorship: \$4,000

## Additional Sponsorships

- ☐ **Keynote Plenary Speaker Sunday** (John P. McGovern Award Lecturer): Exclusive sponsorship: \$26,000
- ☐ **Plenary Session, Wednesday:** The speaker will have everyone's attention at this general session. Your company logo will be prominently displayed. Exclusive sponsorship: \$12,000
- ☐ **Registration Area:** Includes signage in the main registration area and a logo on the main registration landing page. Exclusive sponsorship: \$12,000
- ☐ **Relaxation Station:** Exclusive sponsorship: \$19,500
- ☐ **MLA Scholarship Booth.** Branding at the Scholarship Booth, which supports the MLA grants and scholarship program. Exclusive sponsorship: \$10,000 (proceeds will be donated to the MLA grants and scholarships program)
- ☐ **Refillable Water Bottle:** Exclusive sponsorship: \$16,000
- ☐ **MLA Member Resource Room and Placement Center:** Exclusive sponsorship: \$4,000
- ☐ **Hospitality Booth:** Where everyone goes for local information on area attractions and restaurants. Sponsor name will be posted at the booth. Exclusive sponsorship: \$4,000
- ☐ **Message Board:** Indispensable, highly visible, and used by all. Sponsor name will be posted in the area. Exclusive sponsorship: \$4,000
- ☐ **Program at a Glance:** Your company listed on a handy one-page summary of the meeting program in the *Preliminary* and *Official Programs*. Exclusive sponsorship: \$4,000
- ☐ **Restaurant Guide:** Registrants receive this popular guide prepared by local members who have taste-tested nearby restaurants. Your company name and logo will be printed on the cover. Exclusive sponsorship: \$4,000
- ☐ **Refreshment Breaks**  
Refreshment Breaks in Hall of Exhibits: Attendees enjoy beverages and snacks. Sponsor name will be posted at the breaks. Four opportunities:
  - ☐ Sunday afternoon: Exclusive sponsorship: \$4,000
  - ☐ Monday morning: Exclusive sponsorship: \$4,000
  - ☐ Monday afternoon: Exclusive sponsorship: \$4,000
  - ☐ Tuesday morning: Exclusive sponsorship: \$4,000
- ☐ **Attendee Bag Sponsorship:** Exclusive sponsorship: \$20,000
- ☐ **Official Hotel Room Key Card:** Exclusive sponsorship: \$17,500
- ☐ **Lanyard Sponsorship:** Exclusive sponsorship: \$17,000
- ☐ **Pen in Attendee Bags:** Exclusive sponsorship: \$11,000
- ☐ **Tech Trends Program:** (Monday 5:00–6:30 p.m.): Exclusive sponsorship: \$5,000

## REQUIRED INFORMATION

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

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# Advertise in the MLA '18 *Official Program*



**Adapting | Transforming | Leading**

May 18–23 🌟 Atlanta, GA

[www.mlanet.org](http://www.mlanet.org) | [#mlanet18](https://twitter.com/mlanet18)

Distributed onsite in May to all attendees at MLA '18, this show guide is packed with all the details that attendees need to navigate and manage their annual meeting experience: daily programs, one-page schedule, featured speakers, general information, MLA meetings schedule, continuing education courses, poster sessions, guide to exhibits, maps, and more!

\*Space Reservation: April 2, 2018

Artwork Due: April 16, 2018

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

### Official Program

(Space reservation Apr. 2; artwork Apr. 16)

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

Total

\$ \_\_\_\_\_

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[www.mlanet.org/marketing](http://www.mlanet.org/marketing).

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# Advertise in the MLA '18 *Preliminary* *Program*



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\*Space Reservation: November 16, 2017  
Artwork Due: November 29, 2017

## ORDER FORM

COMPANY

CONTACT

TELEPHONE (INCLUDE AREA CODE)

EMAIL

ADDRESS

CITY, STATE, ZIP

### *Preliminary Program*

(Space reservation Nov. 16; artwork Nov. 29)

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 \_\_\_\_\_

Total \$ \_\_\_\_\_

Be sure to consult our design guide at  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).

To reserve space, simply complete the order form and email to [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org) or fax 312.419.8950.

**For assistance, contact Barbara Redmond, [redmond@mail.mlahq.org](mailto:redmond@mail.mlahq.org).**



For other MLA marketing opportunities, visit  
[www.mlanet.org/marketing](http://www.mlanet.org/marketing).

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 Barbara Redmond at 312.419.9094 x26; fax, 312.419.8950; email, redmond@mail.mlahq.org.

\* For rates and information, please refer to the current MLA Rate Card or go to [www.mlanet.org/marketing](http://www.mlanet.org/marketing).

## ADVERTISING/MARKETING INSERTION ORDER FORM

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

### YEAR-ROUND ADVERTISING/MARKETING

**MLANEWS** Online Only

- ☐ Product Spotlights (sponsored content)  
Number of Product Spotlights \_\_\_\_\_  
Months Requested \_\_\_\_\_

**JMLA** Online  
**Journal of the Medical Library Association**

- ☐ Exclusive 12-month Sponsorship

**MLA FOCUS**

### Electronic Newsletter

Banner ad 120px W x 240px H or paragraph-style  
50-word maximum message

- ☐ 3-month period (6 issues)  
\_\_\_\_\_ to \_\_\_\_\_

### MLANET 6-Month Banners

- ☐ October through March  
☐ April through September  
Banner Position \_\_\_\_\_

### Membership Email Blasts

HTML messages  
Number of messages \_\_\_\_\_ Desired week(s) \_\_\_\_\_

### Sponsored Webinars

Desired Date \_\_\_\_\_

Check all instructions that apply

### ANNUAL MEETING ADVERTISING/MARKETING



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May 18-23 Atlanta, GA  
[www.mlanet.org](http://www.mlanet.org) | #mlanet18

### 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](http://www.mlanet.org/marketing) for required mailing list forms, samples, specs, and terms \_\_\_\_\_

### Attendee Bag Insert

- ☐ (4-page, 8.5x11-in. max.)