



Illinois Library Association

INSERTION ORDER

ILA Reporter

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ FAX: () _____

Email: _____

Please check desired issues:

_____ March 2025 _____ September 2025

_____ June 2025 _____ December 2025

Please check desired ad size:

_____ XXXXXX Back Cover (Sold for 2025) _____ 1/3 Page Horizontal

_____ Inside Back Cover _____ 1/4 Page Horizontal

_____ Full Page _____ 1/4 Page Vertical

_____ 1/2 Page Horizontal _____ 1/6 Page Horizontal

_____ 1/2 Page Vertical _____ 1/6 Page Vertical

TOTAL COST: _____

Method of Payment:

_____ Check or Money Order payable to ILA.

_____ Charge \$ _____ to () Visa () Mastercard () American Express () Discover

Account # _____ Expiration Date: _____ Sec. Code: _____

Name on Card: _____ Signature: _____



Illinois Library Association

ADVERTISING RATES/CALENDAR
ILA REPORTER

The *ILA Reporter*, the quarterly journal of the Illinois Library Association, includes feature articles on professional concerns and developments, along with association news, legislation issues concerning libraries, and an annual library architecture showcase each March.

Publication Schedule: Quarterly: March, June, September, December
Circulation: Approximately 10,000
Rates & Measurements: Save 10% by advertising in 2 issues
Save 15% by advertising in 4 issues
ILA Associate Members receive an additional 10% discount.

Size:	Measurements (Horizontal x Vertical):	Member/Non-Member:	Number of Issues:		
			One:	Two:	Four:
Inside Back Cover (4 color, bleed)	8.75" x 11.25" (Allow .125" bleed on all 4-sides)	Non-Member:	\$634	\$1141	\$2156
		Member:	\$570	\$1027	\$1938
Back Cover (half page, 4 color, bleed)	8.625" x 5.6255" (Allow .125" bleed on top and left side)	Non-Member:	\$358	\$645	\$1218
		Member:	\$322	\$582	\$1095
Full Page	7" x 9.125" (Allow .125" bleed on all 4-sides)	Non-Member:	\$551	\$992	\$1874
		Member:	\$497	\$894	\$1687
½ Page Horizontal	7" x 4.75"	Non-Member:	\$370	\$665	\$1256
		Member:	\$331	\$595	\$1125
½ Page Vertical	3.375" x 9.125"	Non-Member:	\$370	\$665	\$1256
		Member:	\$331	\$597	\$1125
⅓ Page Horizontal	7" x 3.25"	Non-Member:	\$303	\$546	\$1031
		Member:	\$272	\$490	\$926
¼ Page Horizontal	7" x 2.5"	Non-Member:	\$232	\$417	\$788
		Member:	\$210	\$377	\$712
¼ Page Vertical	3.375" x 4.5"	Non-Member:	\$232	\$417	\$788
		Member:	\$210	\$377	\$712
⅕ Page Horizontal	3.375" x 2.25"	Non-Member:	\$144	\$258	\$487
		Member:	\$129	\$233	\$439
⅕ Page Vertical	2.25" x 4.5"	Non-Member:	\$144	\$258	\$487
		Member:	\$129	\$233	\$439

Deadlines: Insertion orders and camera-ready art due:

- March Issue: January 20th
- June Issue: April 20th
- September Issue: July 20th
- December Issue: October 20th

PDF Files: Must be high-resolution press-ready optimized with fonts embedded. All photos placed in ad must be 300 ppi not exceeding 100% of original size. Use process color (CMYK). No spot color. Make sure dimensions match with the contracted ad size.

Digital Image Specifications: Greyscale or color file, .jpg, .tif, or .eps: 300 ppi (pixels per inch). Bitmap image: 600 ppi. No .gif files.

Payment: Full payment is due upon the deadline date listed above for the first contracted issue.

Questions: Contact Sarah Anderson at sanderson@ila.org or 312-644-1896.

Reserve your space now by emailing, mailing, or faxing this completed form to Sarah Anderson.
sanderson@ila.org ILA, 560 W. Washington Blvd., Ste. 360, Chicago, IL 60661 Fax: (312) 644-1899 Thank you!

Updated 11/12/2024 SA