



17TH ANNUAL

COMPUTERS IN LIBRARIES 2002

FINAL PROGRAM INSERTION ORDER

SIZE	RATE	STANDARD AD DIMENSIONS	FULL PAGE BLEED SIZES
Full Page	\$1,350	7" wide x 10" high	Bleed 9" wide x 11-1/2" high
Half Page	\$1,150	7" wide x 5" high	Trim 8-1/2" wide x 11" high
			Live 8" wide x 10-1/2" high

ADDITIONAL CHARGES

Standard and Matched PMS Color, per color, per page:	\$695
Full Color per page:	\$995
Bleeds:	additional 15% of page rate
Covers: Inside	\$400
Back Cover	\$525
Specified Far Forward Page Positions	\$195

DEADLINES

Reservations January 25, 2002 Digital ads and/or film negatives due on February 6, 2002

*If film negatives are supplied there will be a \$95 charge to convert to digital file.

To submit ads on disk or electronically go to www.infotoday.com/advert/CTPADSpecs.pdf for details.

SCREENS

133 line preferred 120 line acceptable

PLEASE RESERVE

Advertising space in the 2002 Computers in Libraries **Final Program** (check one)

_____ Full Page(s) _____ Half Page(s) \$ _____

Other charges (specify) _____ \$ _____

Less 15% Advertising Agency Discount \$ _____

(Applies to recognized advertising agencies only)

Total \$ _____

Company _____ Agency (if applies) _____

Address _____ Address _____

City/State/Zip _____ City/State/Zip _____

Authorizing Person _____ Authorizing Person _____

Signature _____ Signature _____

Phone _____ Phone _____

E-mail _____ E-mail _____

For additional information about Computers in Libraries advertising opportunities, contact Mike Zarrello at:



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