

May 2003

Greetings!

The Wisconsin Library Association Conference will be held this year in Milwaukee from October 28 through October 31, 2003. The theme is **LIBRARIES @ THE HEART**.

We invite you to take advantage of reaching over 1,200 customers by purchasing advertising space in the conference program booklet. Conference attendees include library personnel who perform a diverse range of work, from the traditional (reference, cataloging, circulation, etc.) to the really creative (public programming responding to popular culture trends; redesigning space for multiple uses; integrating technology from the past, present and the future).

We hope you will be both an exhibitor **AND** advertiser. However, if you cannot be with us in person this year, remember, your ad **alone** is a low-cost marketing strategy that will reach decision-makers in libraries and the larger institution. Indeed, the WLA program booklet is brought back to the office once the conference is over and is shared with other office staff and even placed on file as a purchasing resource. **New this year***: a limit of 25 advertising flyers will be placed in the conference registration folders. Supply 1,500 copies of your ad, and we'll insert it for you.

What a good opportunity for your company to be recognized for a very reasonable ad fee! We are pleased to bring to your attention that advertising rates have not increased from last year. Please note that this year, again, the conference program booklet will be a standard 8-1/2 by 11 document.

ADVERTISING RATES

Back cover	\$300	(7-1/2" by 10")
Inside front/back cover	\$255	(7-1/2" by 10")
Full page ad	\$225	(7-1/2" by 10")
Half page ad	\$165	(7-1/2" by 4-3/4")
Quarter page ad	\$135	(4-1/2" by 3-1/2" wide)
Quarter page ad	\$135	(3-5/8" by 4-1/2" tall)
*Flyer in registration folder	\$250	(8-1/2" by 11"; supply your own sheets)

To contract for advertising space, we must receive the following items by **August 1, 2003:** Advertising Copy (WLA will not be responsible for ad design)

Check payable to: **Wisconsin Library Association**
5250 East Terrace Drive, Suite A1
Madison, WI 53718-8345

Should you have any questions, please contact me at (414) 382-6054, or by email, kathleen.beaver@alverno.edu. We look forward to putting your company's name in front of 1,200+ potential customers from all parts of the entire state. How about placing your conference booklet ad today?

Sincerely,

Kathleen M. Beaver
Coordinator, WLA Conference Program Booklet Ads