

2007 Information Outlook Advertising Planner

Information Outlook is the official magazine of SLA, 331 South Patrick Street, Alexandria, VA 22314-3501, (703) 647-4900, www.sla.org.

Issue	Cover Article	Reservations	Materials
January	Web Searching	Nov. 17, 2006	Dec. 8, 2006
February	Internal Marketing	Dec. 15, 2006	Jan. 5, 2007
<p>SLA 2007 Denver – Preliminary Conference Guide</p> <p>This supplement to the February Information Outlook gives members a head start on planning for educational and exhibit hall activities. It will be mailed along with the magazine to all members and subscribers.</p> <p>Space reservation – Dec. 16, 2005 Materials due – Jan. 6 2006</p>			
March	Competitive Intelligence	Jan. 19, 2007	Feb. 9, 2007
April	Digital Information Sources	Feb. 16, 2007	Mar. 9, 2007
<p>SLA 2007 Conference Publications</p>			
<p>May Information Outlook Previews SLA 2007</p> <p>The May issue will preview major conference events. It will include a special guide for first-time attendees.</p> <p>Cover: Career Development</p> <p>Exhibitors</p> <p>Start building booth traffic early with your ad in this preview issue.</p> <p>Space reservation – Mar. 16, 2007 Materials due – Apr. 6, 2007</p>		<p>June Information Outlook at SLA 2007</p> <p>The June issue is the only magazine distributed in registration packets to every attendee.</p> <p>Cover: Legal Issues</p> <p>Exhibitors</p> <p>Have your insert distributed to all attendees in a polybag with the June magazine.</p> <p>Space reservation – Apr. 20, 2007 Materials due – May 4, 2007</p>	
<p>Onsite Conference Program and Exhibitor Guide</p> <p>The program – revamped for 2007 – will be distributed in registration packets to all attendees.</p> <p>Exhibitors</p> <p>Get extra exposure – and more traffic – by advertising in more than one issue.</p> <p>Space reservation – Apr. 6, 2007 Materials due – Apr. 20, 2007</p>			
<p>Ask us about special offers for advertising in combinations of the May and June issues of Information Outlook and the onsite Conference Program and Exhibitor Guide.</p>			
July	Management	May 18, 2007	June 8, 2007

August	Conference Papers Showcase	June 22, 2007	July 6, 2007
September	Copyright	July 20, 2007	Aug. 10, 2007
October	Web 2.0	Aug. 24, 2007	Sept. 7, 2007
November	Knowledge Management	Sept. 21, 2007	Oct. 5, 2007
December	Special Issue: Leadership	Oct. 19, 2007	Nov. 9, 2007

— Plus —

— These columns and departments in every issue —

infoView – A view from the top by SLA’s CEO and president.

infoSites – Interesting places that can make your job, or your life, easier.

infoBusiness – Tips and strategies for improving your department’s operations.

infoRights – Explanations of the law without the legalese.

InfoTech – Things you need to know to get the most out of today’s technology.

InfoManagement – A strategic view of the profession.

SLA Member Profile – Meet a member who is making a major contribution to the profession.

— Plus —

News about SLA activities, updates on the profession, coming events – and more timely features than we can list here.

2007 Rates – Information Outlook

For black-and-white advertising.

Apply to all 2007 advertising purchased after October 20, 2006.

* Indicates new measurements effective January 2007.

** Indicates new sizes available.

Ad Size	Width-Depth	1X	3X	6X	12X
Opposite TOC	7.125" x 9.75"	\$2,850	\$2,650	\$2,550	\$2,450
Full page	7.125" x 9.75"	\$2,500	\$2,300	\$2,200	\$2,100
2/3 vertical*	4.667" x 9.75"	\$2,200	\$2,150	\$2,100	\$2,000
1/2 page horizontal*	7.125" x 4.5"	\$2,000	\$1,900	\$1,800	\$1,700
1/3 page vertical*	2.208" x 9.75"	\$1,200	\$1,175	\$1,100	\$1,050
1/3 page horizontal**	7.125" x 3.00"	\$1,200	\$1,175	\$1,100	\$1,050
1/3 page square**	4.667" x 4.5"	\$1,200	\$1,175	\$1,100	\$1,050
1/6 page*	2.208" x 4.5"	\$600	\$550	\$500	\$450

Color charges: 4C – \$1,300; PMS – \$1,100

Position requests: Add \$350

Cover 2	7.125" x 9.75"	\$3,700	Cover charges include 4C and full bleed.
Cover 3	7.125" x 9.75"	\$3,700	
Cover 4	7.125" x 9.75"	\$3,900	

2007 Rates – Pre-Conference Program

For black-and-white advertising.

Mailed with February 2007 Information Outlook.

* Indicates new measurements effective January 2007.

Earned Information Outlook rates apply.

Ad Size	Width-Depth	1X	3X	6X	12X
Full page	7.125" x 9.75"	\$2,500	\$2,300	\$2,200	\$2,100
1/2 page horizontal*	7.125" x 4.5"	\$2,000	\$1,900	\$1,800	\$1,700
1/2 page vertical*	3.312" x 9.75"	\$2,000	\$1,900	\$1,800	\$1,700

Color charges: 4C – \$1,300; PMS – \$1,100

Position requests: Add \$350

Cover 2	7.125" x 9.75"	\$3,700	Cover charges include 4C and full bleed.
Cover 3	7.125" x 9.75"	\$3,700	
Cover 4	7.125" x 9.75"	\$3,900	

2007 Rates – Onsite Conference Program

For black-and-white.

Distributed to all attendees at SLA Denver 2007.

* Indicates new measurements effective January 2007.

Ad Size	Width-Depth	
Full page	7.125" x 9.75"	\$1,800
1/2 page horizontal*	7.125" x 4.5"	\$1,500
1/2 page vertical*	3.312" x 9.75"	\$1,500

Color charges: 4C – \$1,300; PMS – \$1,100

Position requests: Add \$350

Cover 2	7.125" x 9.75"	\$6,825	Cover charges include 4C and full bleed.
Cover 3	7.125" x 9.75"	\$6,825	
Cover 4	7.125" x 9.75"	\$7,875	

Information Outlook Conference Polybag Inserts

Your pre-printed sales literature polybagged with the June Information Outlook and distributed to all attendees at SLA Denver 2007.

\$1,200 per piece.

Dimensions cannot exceed 8.125" X 10.875".

Consult your sales rep for quantity.

Production Requirements

Trim size: 8.125" X 10.875"

Bleed: Size must be at least 1/8" over trim on all sides that bleed. Bleeds can only be used for full-page ads and should include crop marks. Minimum Bleed size: 8.25" x 11".

Images: All files must be CMYK, or grayscale. All images must be at least 300 dpi to print correctly. Halftones must be at a minimum of 133-line screen.

Preferred Format: Adobe PDF, press-quality (300-dpi) images. All Fonts must be embedded. *Important:* Do not use any security settings on your file.

Other Acceptable formats: Photoshop TIFF (press-quality, 300-dpi), EPS (create outlines or embed all fonts), QuarkXpress, InDesign, Pagemaker.

Fonts: When submitting files you must include all PostScript fonts. Please **do not** use True Type fonts, or they may not print as expected. All fonts used must be included.

Media Accepted: CD-ROM, e-mail attachments, FTP upload. Files may be zipped or stuffed. Do not password lock any files. No Zip disks or floppies will be accepted.

Terms and Conditions

Commission Discounts: A 15-percent commission/discount is allowable to recognized advertising agencies on base price of display ad with submission of camera-ready art requiring no alterations. No cash discount is given.

Acceptance: Acceptance of an advertisement does not mean endorsement of the product by SLA. Advertisements are accepted and published entirely on the consideration that the advertiser and/or agency will indemnify and save the publisher from and against any claim or suits based on the contents or subject matter of advertisement. The publisher reserves the right to reject any advertising considered unacceptable as to wording or appearance, or for any other reason.

Contracts: Contracts are not accepted for a period extending more than one year. All advertisements will run for the duration of the contract period unless cancellation is received in writing prior to that issue's reservation deadline. Cancellation of any portion of a contract nullifies all rate protection for the remainder of the contract period. All advertisements are accepted and published entirely on the representation that agency and/or advertiser are properly authorized to publish the entire contents and subject thereof.

Rates: Rates are subject to change without notice. Space will be acknowledged and recorded at "rates prevailing."

Materials: If new copy is not furnished by contract advertiser by closing date of any issue, the publisher will repeat that last-inserted advertisement.

No liability to publisher: The publisher assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

Production charges: Difficult composition and/or author's alterations will be charged to the advertiser at cost, with a minimum of \$100.

Agencies: Advertising agencies are liable for payment of advertising invoices for the client they represent at the time space reservations are placed.