

The Official Daily Newspaper of PLA 2026

Connect with PLA Members and Conference Attendees

The Public Library Association (PLA) will once again produce a conference daily newspaper – *PLA Daily News*. Advertising in this popular publication gets your company's message out to both PLA members and conference attendees before, during and after PLA attendees gather in Minneapolis.

Five issues of *PLA Daily News* will be published, as well as our new Exhibits Guide and Program section:

- **Preview Digital Issue** e-mailed to nearly 10,000 PLA members and conference attendees in February.
- Three onsite issues: **Wednesday Printed Issue**, to be actively distributed on day one of the exhibits, with bonus electronic distribution via *PLA Daily e-News*; and **Thursday and Friday Digital Issues** including conference video highlights to be distributed on Thursday and Friday during the conference via *PLA Daily e-News*.
- **Wrap-Up Digital Issue** including conference video highlights, e-mailed to nearly 10,000 PLA members and attendees after the conference.
- The printed **Exhibits Guide and Program Section** will be distributed throughout the conference - as part of the Wednesday Printed Issue and actively handed out separately by our staff on Thursday and Friday.

PLA Daily News will contain news, photos and important conference information, and will provide the opportunity to increase booth traffic, announce new products, or invite guests to special events.

Be sure to check out:

- **Email Banner Ads** are available in *PLA Daily e-News*, a daily email sent to more than 5,000 during the conference to showcase *PLA Daily News*.
- Featuring new books or products? See page 3 for more information on the **Product Showcase**, which is a budget-friendly way to promote books and products.

Double Your Message

PLA Daily News advertisers are guaranteed publication of a 300-word press release, with image, for each ad placement.

Only Onsite Print Advertising Option!

There will not be an onsite printed program at PLA 2026. Our **Wednesday Printed Issue** and new **Exhibits Guide and Program Section** will be actively distributed to PLA attendees throughout PLA 2026. Each will be available in both print and digital formats. Editorial content will include the exhibitor list and floor plan. *PLA Daily News* advertisers will be highlighted in this list.

What is *PLA Daily News*?

The official daily newspaper of the PLA 2026 Conference in Minneapolis.

How many issues are published?

One digital preview, three onsite issues plus a new Exhibits Guide and Program Section, and one post-conference wrap-up issue will be published.

Who can advertise in *PLA Daily News*?

Conference exhibitors.

How can I promote a book or product?

In our Product Showcase section, listings include a 100-word description and color image. See page 3.

Can I advertise in *PLA Daily e-News*?

Yes, limited banner ad placements are available in the emails sent out daily during the conference 5,000+ recipients. See page 3 for more information.

What is the publication's editorial focus?

Each issue will feature previews and recaps of education sessions, association news, photos and attendee interviews. Returning for 2026, daily videos showcasing conference highlights will be incorporated into each issue's digital version.

Can I run different ads in different issues?

Yes, and there's no additional charge.

Are there discounts?

Yes! PLA Conference Platinum and Gold Sponsors and advertisers in PLA show publications receive discounts. See page 2.

Contact Jenn Hess, 508/530-2787 or jhess@showdailies.com



Deadlines
Preview Digital Issue:
 Space: February 6, 2026
 Materials: February 13, 2026

Onsite Dailies, Exhibits Guide & Program Section, Wrap-Up Digital Issue:
 Space: March 16, 2026
 Materials: March 20, 2026

Preview Digital Issue
 E-mailed to PLA members and attendees in mid-February 2026.

Onsite Dailies, Exhibits Guide & Program Section
 Published in Minneapolis, MN — April 1-3, 2026

Wrap-Up Digital issue
 E-mailed to PLA members and attendees after the conference.

Discounts for PLA Sponsors and Advertisers!

PLA Conference Platinum and Gold Sponsors get **20% off** all *PLA Daily News* advertising!

Advertisers in *Public Libraries* magazine (January/February and March/April 2026 issues); *Public Libraries Online* (December 2025–April 2026); and/or PLA Insider e-newsletter (November 2025–April 2026) get **10% off!**

RATES & SIZES

Platinum Package — includes back cover Wed. Print and Exhibits Guide & Program Section; first full page ad in all digital issues — \$12,900	Gold Package — includes inside front cover Wed. Print and Exhibits Guide & Program Section; second full page ad in all digital issues — \$10,500	Silver Package — includes front page banner ads (10" x 2") in Wed. Print, Exhibits Guide & Program Section; and all digital issues — \$8,500
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Exhibits Section Packages		Wednesday Print	...plus # of digital issues		
Ad Size	w x d	AND Exhibits/Program Guide	1X	2X	4X
Full Page	9 3/4" x 14"	\$2,800	\$3,300	\$3,750	\$4,450
Half Page	9 3/4" x 7"	\$1,950	\$2,250	\$2,550	\$3,050
1/4 Page*	4 3/4" x 7"	\$1,400	\$1,700	\$2,000	\$2,500

Per Issue Rates		Wednesday Print	# of digital issues		
Ad Size	w x d	OR Exhibits/Program Guide	1X	2X	4X
Full Page	9 3/4" x 14"	\$1,600	\$800	\$1,400	\$2,300
Half Page	9 3/4" x 7"	\$1,100	\$600	\$1,050	\$1,700
1/4 Page*	4 3/4" x 7"	\$800	\$600	\$1,050	\$1,700

*1/4 page ads will run as half-page ads in the digital issues.

Specifications

- **Sizes** – Trim size is 11" x 15" and is printed on 50# white offset, non-glossy stock or approximate. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.
- **Files** – High-Resolution Adobe PDF files strongly preferred for Wed. Print and Exhibitor Guide & Program Section. PDF, JPEG, PNG files accepted for digital issues. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK

process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-weather newspaper printing.

- **Suggestions** – For best reproduction: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reverses should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.
- **Other Information** – All advertising is contingent upon PLA approval. Payment and shipping information is in-

cluded on the accompanying insertion order form. We reserve the right to refuse advertising and ad copy is subject to review by PLA. Collection efforts will be taken against companies that do not pay for their advertising.

- *PLA Daily News* is published by JH Communications LLC, under agreement with PLA.
- **Advertising/Billing Contact** — Send insertion orders, payments, ad files and other correspondence c/o:
 Jenn Hess, JH Communications LLC
 P.O. Box 1392 • Twp. of Washington, NJ 07676
508-530-2787



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Product Showcase Listings

Every issue of *PLA Daily News* will feature a Product Showcase section, offering exhibitors the opportunity to highlight products on display at PLA 2026.

- **Cost: \$800/net** (Wednesday Print, Thursday and Friday issues)
- **\$475/net** (Wednesday Print Issue only)
- **Listing Includes:**
 - Company name and booth number
 - Product photo
 - Description (100 words max.)
 - Link to company website in digital version
- *Listings organized alphabetically, by company name.*
- *Products introduced after 1/1/24 will have a "new" designation.*

Insertion Order deadline: March 16, 2026

Materials deadline: March 20, 2026

BONUS: Reserve your three-issue Product Showcase listing by February 6, 2026, and submit text/photo to jhess@showdailies.com by February 13, 2026, to be included in the Preview Digital Issue, at no additional charge.

PLA Daily e-News

Advertising space is available in *PLA Daily e-News*, the popular daily email newsletter that will be sent out three times during PLA 2026. Each edition will contain a link to the digital version of *PLA Daily News*, conference highlights, daily video and photos. A maximum of four banner ads will be accepted in each issue. Each ad will be linked to the advertiser's website/webpage of choice.

Each day's email will be sent to PLA members and conference attendees (estimated total of 5,000 per email).

Email Dates:

- Wednesday, April 1
- Thursday, April 2
- Friday, April 3

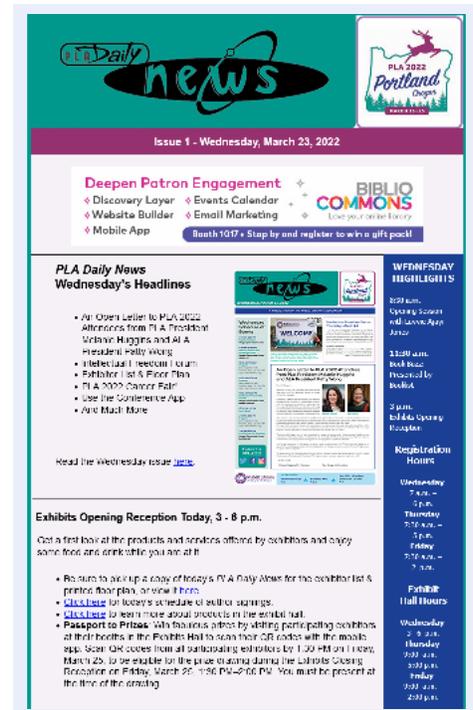
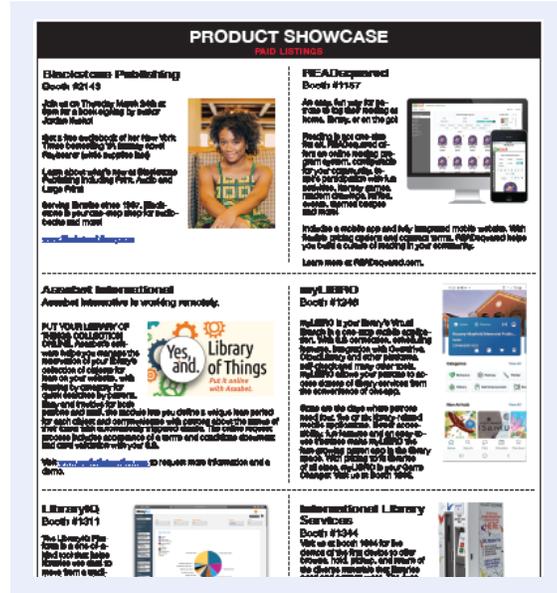
Daily Ad Rates:

- Top banner ad (600 px w x 200 px h): \$900 (net, per ad placement)
- Banner ad (530 px w x 120 px h): \$750 (net, per ad placement)

Insertion Order deadline: March 7, 2024

Materials deadline: March 14, 2024

Average rates, from PLA 2024: Click thrus – 10.56%
Opened – 47.86%





Please return to
 Jenn Hess
 jhess@showdailies.com
 Questions? 508/230-2787

Company Information

Company Name: _____
 Contact: _____ Title: _____
 Street: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ E-mail: _____
 Accounts Payable E-mail: _____

Ad Agency Information (if appl.)

Agency: _____ Contact: _____
 Street: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ E-mail: _____

Space Reservations

Package (circle one): Platinum Gold Silver
 (OR) Exhibit Section Package: Ad size _____ plus number of digital issues _____
 Gross \$ Total: _____ Less Sponsor or PLA Advertiser Discount _____
 Net \$ Total _____

Per Issue Rates: Ad Size: _____ Which Issues? _____
 Gross \$ Total: _____ Less Sponsor or PLA Advertiser Discount _____
 Net \$ Total _____

Product Showcase: Which days? _____ Net \$ Total _____
 Is this product new in 2026? _____

PLA Daily e-News Banners: Which day(s)? _____ Net \$ Total _____

Payment Method: _____ Bill Me Now
 _____ Bill Me Upon Publication
 _____ Credit Card

Select "Credit Card" to receive a payment link from Authorize.net. A convenience fee of 3.5% of the net purchase amount will apply.

Signature _____ Date _____

Cancellation Policy:
 Onsite issue advertisers cancelling after January 31, 2026, will be billed for 50% of the total net cost. Advertisers cancelling after February 15, 2026, will be billed for 100% of the total net cost.