



## PLA 2024 Conference

April 3-6 | Columbus, Ohio

PLA Daily



The Official Daily Newspaper of PLA 2024

## 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 Columbus, Ohio.

*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.

- 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.

### 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.



Click on the image to read the *PLA Daily News* preview issue, which was distributed on Feb. 22 to more than 10,000 recipients - PLA members and registered attendees.

### Only Onsite Print Advertising Option!

There will not be an onsite printed program at PLA 2024. Our **Wednesday Printed Issue** and new **Exhibits Guide and Program Section** will be actively distributed to PLA attendees throughout PLA 2024. 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 2024 Conference in Columbus.

#### 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 2024, 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! See page 2.

## Double Your Message

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

Contact Jenn Hess, 508/530-2787  
or [jhess@showdailies.com](mailto:jhess@showdailies.com)



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## Deadlines

**Onsite Dailies, Exhibits  
Guide & Program Section,  
Wrap-Up Digital Issue:**  
Space: March 7, 2024  
Materials: March 14, 2024

### Onsite Dailies, Exhibits Guide & Program Section

Published in Columbus, Ohio – April 3-5, 2024

### 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 (Jan-  
uary/February and March/April 2024 issues);  
*Public Libraries Online* (December 2023–  
April 2024); and/or PLA Insider e-newsletter  
(November 2023–April 2024) 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; two  
email banner ads — **\$10,500**

**Silver Package** — includes  
front page banner ads (10" x 2")  
in Wed. Print, Exhibits Guide &  
Program Section; and all digital  
issues; two email banner ads —  
**\$8,500**

### Exhibits Section Packages

Ad Size	w x d	Wednesday Print <b>AND</b> Exhibits/Program Guide	...plus # of digital issues		
			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

Ad Size	w x d	Wednesday Print <b>OR</b> Exhibits/Program Guide	# of digital issues		
			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-web newspaper printing.

• **Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail, by standard mail to the address which follows. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertiser will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

• **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. *PLA Daily News* will pay a standard 15 percent commission to recognized agencies. Payment and shipping information is included 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 Kiva Communications LLC, P.O. Box 1166, Taos, NM 87571, 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 2024.

- **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 7, 2024

**Materials deadline:** March 14, 2024

Product Showcase listings are a great way to promote book launches and author signings!

## 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 2024. 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 3 – top banner has been sold.
- Thursday, April 4 – top banner has been sold.
- Friday, April 5

### Daily Ad Rates:

- Top banner ad (600 px w x 200 px h): \$900 (net, per ad placement)
  - Only available for Friday, April 5.
- 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 2022:**  
Opened – 47.86%

Click thrus – 10.56%  
Multiple opens – 1,082

**PRODUCT SHOWCASE**  
PAID LISTINGS

<p><b>Blackstone Publishing</b> Booth #2143</p> <p>Join us on Thursday March 24th at 3pm for a book signing by author Jordan Peele!</p> <p>Get a free audiobook of her New York Times bestselling YA fantasy novel <i>Raybearer</i> (while supplies last)</p> <p>Learn about what's new at Blackstone Publishing including Print, Audio and Large Print!</p> <p>Bring libraries since 1987. Blackstone is your one-stop shop for audiobooks and more!</p> <p><a href="http://www.blackstone.com">www.blackstone.com</a></p>	<p><b>READsquared</b> Booth #1157</p> <p>An easy, fun way for patrons to log their reading at home, library, or on the go!</p> <p>Reading is not one-size-fits-all. READsquared offers an online reading program system, configurable for your community. Inspire participation with fun activities, literacy games, random drawings, raffles, events, themed badges, and more!</p> <p>Includes a mobile app and fully integrated mobile website. With flexible pricing options and contract terms, READsquared helps you build a culture of reading in your community.</p> <p>Learn more at <a href="http://READsquared.com">READsquared.com</a>.</p>
<p><b>Assabet International</b> Assabet Interactive is working remotely.</p> <p>PUT YOUR LIBRARY OF THINGS COLLECTION ONLINE. Assabet's software helps you manage the reservation of your library's collection of objects for loan on your website, with filtering by category for quick searches by patrons.</p> <p>Easy and intuitive for both patrons and staff, the module lets you define a unique loan period for each object and communicates with patrons about the status of their loans with automatically triggered emails. The online request process includes acceptance of a terms and conditions document and card validation with your ILS.</p> <p>Visit <a href="http://www.assabetinteractive.com">www.assabetinteractive.com</a> to request more information and a demo.</p>	<p><b>myLIBRO</b> Booth #1246</p> <p>myLIBRO is your library's Virtual Branch in a one-stop mobile application. With ILS connection, scheduling features, integration with Overdrive, CloudLibrary and other platforms, self-check and many other tools, myLIBRO allows your patrons to access dozens of library services from the convenience of one app.</p> <p>Gone are the days where patrons need four, five or six library-related mobile applications. Better accessibility, fun features and an easy-to-use interface make myLIBRO the fast-growing patron app in the library space. With pricing to fit libraries of all sizes, myLIBRO is your Game Changer. Visit us at Booth 1246.</p>
<p><b>LibraryIQ</b> Booth #1311</p> <p>The LibraryIQ Platform is a one-of-a-kind tool that helps libraries use data to move from a traditional approach of managing collections, programs and services to a patron-focused model. The LibraryIQ Platform integrates with commonly used library tools to analyze data from patron engagement to collections to circulation and more, and translates it into consumable, actionable insights that specifically address community needs.</p>	<p><b>International Library Services</b> Booth #1344</p> <p>Visit us at booth 1344 for five demos of the first device to ever browse, hold, pickup, and return of the diverse materials that libraries need and patrons want. The AutoLand™ Library can handle the widest range of popular library material types and sizes in the smallest footprint of any product available.</p> <p>Features: Integrates with ILS via SIP2 • Supports Barcode and RFID • Standard 120 Volt power and RJ45 Data Line Jack ILS Railed • Powder Coated library steel construction • Hi-Res.</p>

**PLA Daily News**  
Issue 1 - Wednesday, March 23, 2022

**Deepen Patron Engagement**

- Discovery Layer
- Website Builder
- Mobile App
- Events Calendar
- Email Marketing

**BIBLIO COMMONS**  
Let your library shine

**PLA Daily News**  
Wednesday's Headlines

- An Open letter to PLA 2022 Attendees from PLA President Andrew Higgins and ALA President Emily Young
- Intellectual Freedom Forum
- Exhibitor List & Floor Plan
- PLA 2022 Calendar Full
- Use the Conference App
- And Much More

Read the Wednesday issue [here](#)

**Exhibits Opening Reception Today, 3 - 6 p.m.**

Get a first look at the products and services offered by exhibitors and enjoy some food and drink while you are at it.

- Be sure to pick up a copy of today's *PLA Daily News* for the exhibitor as a primer for their booth or area.
- Check back for today's schedule of author signings.
- Check back to learn more about products in the exhibit hall.

**Passport to Prizes:** The fabulous prizes by visiting participating exhibitors at three points in the Exhibit Hall to scan their QR codes with the mobile app. Scan QR codes from all participating exhibitors by 1:30 PM on Friday, March 25, to be eligible for the grand drawing during the Exhibits Closing Reception on Friday, March 25, 1:30 PM-2:00 PM. You must be present at the time of the drawing.

**WEDNESDAY HIGHLIGHTS**

6:30 AM  
Learning Center  
with cover story  
open

11:30 AM  
Book Bus  
Presented by  
Booker

1:30 PM  
Exhibitor Meeting  
Presented by  
Booker

Registration Hours

Wednesday  
11:30 AM - 7:00 PM

Thursday  
11:30 AM - 7:00 PM

Friday  
11:30 AM - 7:00 PM

Saturday  
11:30 AM - 7:00 PM

Exhibitor Booth Hours

Wednesday  
11:30 AM - 7:00 PM

Thursday  
11:30 AM - 7:00 PM

Friday  
11:30 AM - 7:00 PM

Saturday  
11:30 AM - 7:00 PM



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 \_\_\_\_\_  
 Agency Comm. (if appl.): \_\_\_\_\_ Net \$ Total \_\_\_\_\_

Per Issue Rates: Ad Size: \_\_\_\_\_ Which Issues? \_\_\_\_\_  
 Gross \$ Total: \_\_\_\_\_ Less Sponsor or PLA Advertiser Discount \_\_\_\_\_  
 Agency Comm. (if appl.): \_\_\_\_\_ Net \$ Total \_\_\_\_\_

Product Showcase: Which days? \_\_\_\_\_ Net \$ Total \_\_\_\_\_  
 Is this product new in 2024? \_\_\_\_\_

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. A convenience fee of 3.5% of the net purchase amount will apply.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Cancellation Policy:**  
 Onsite issue advertisers cancelling after January 15, 2024, will be billed for 50% of the total net cost. Advertisers cancelling after February 15, 2024, will be billed for 100% of the total net cost.