



TRANSFORMATIONS A-Z  
MAY 19-24, 2006  
PHOENIX, AZ  
MEDICAL LIBRARY ASSOCIATION  
www.mlanet.org

# Transform Your Business By Connecting with Medical Librarians!

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## Official Program (Space reservation Mar. 13; artwork Mar. 20)

The *Official Program* is packed with the latest information for meeting attendees and it is distributed to approximately 2,500 registrants. It includes daily programs, special events, exhibitor listings, and more.

## NEW Beverage Napkins (exclusive sponsorship)

Sponsor message or logo will be imprinted in one color on a quality, 5x5-in. beverage napkin and distributed to all bars during the Welcome Reception/Opening of Hall of Exhibits, invitation-only MLA President's reception, and exhibit hall food venues.

## MLA '06 Website Banner Ad—[www.mlanet.org/am/am2006](http://www.mlanet.org/am/am2006)

Annual meeting Website sponsorships are available at a special rate of \$1,500 per banner (a deep discount on regular MLANET rates). Reserve your banner today! Limited number of banners available.

## Hotel Door Drops

The perfect opportunity to distribute conference materials, invitations, publications, raffle information, etc. Material will be distributed to approximately 900 attendees' doors in the early morning to peruse over breakfast while planning their day—which, with advanced notice from you, is sure to include a stop at your booth!

## Hotel Custom Room Key Card (exclusive sponsorship)

Place your message, graphic, and logo in everyone's hands! Cards will be distributed from the hotel registration desk.

## Onsite Newsletter

Sponsors are awarded a one-page, black and white "advertorial" of company's products, services, history, etc., in three editions of the newsletter. Certain graphic limitations apply. Limited number of sponsorships available.

## E-newsletter Sponsorship Leading Up to the Meeting

More than 3,600 members subscribe to the twice-monthly MLA-FOCUS, a well-read communication vehicle. MLA-FOCUS reports on association news with links to articles, issues, and events of interest to health information professionals. Your 50-word message and Website link will appear at the height of annual meeting season, March–May.

## Pregistrants Mailing List

Direct mail is still a simple and effective way to get your message out to approximately 1,000 preregistered attendees.

## Portfolio Service

Each attendee receives a free meeting portfolio—the perfect vehicle to insert your invitations, announcements, raffle drawings, etc. Certain size and page length restrictions apply.

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Visit [www.marketing.mlanet.org](http://www.marketing.mlanet.org) to view samples of some of these marketing tools and to find other opportunities to reach MLA's highly targeted, tech-savvy audience of health information professionals. Contact Barbara Redmond for additional information: tel., 312.419.9094 x26; fax, 312.419.8950; email, [mlacom2@mlahq.org](mailto:mlacom2@mlahq.org).



# MLA '06 Marketing Opportunities Order Form

## OFFICIAL PROGRAM

(Space reservation Mar. 13; artwork Mar. 20)

I wish to reserve advertising space in **Official Program**.

Full-page, color x \$3,100 \_\_\_\_\_

Full-page, b&w x \$2,200 \_\_\_\_\_

Half-page, color x \$2,700 \_\_\_\_\_

Half-page, b&w x \$1,800 \_\_\_\_\_

FULL PAGE, COLOR ONLY, POSITIONS:

Inside front cover x \$3,800 \_\_\_\_\_

Inside back cover x \$3,600 \_\_\_\_\_

Back cover x \$3,800 \_\_\_\_\_

Opposite TOC x \$3,700 \_\_\_\_\_

Opposite 2nd cover x \$3,800 \_\_\_\_\_

**Subtotal Official Program** \$ \_\_\_\_\_

## ADDITIONAL OPPORTUNITIES

Beverage Napkin \$3,000 \$ \_\_\_\_\_

MLA '06 Website Banner Ads  
\$1,500 per banner \$ \_\_\_\_\_

Door Drops \$3,500 per day \$ \_\_\_\_\_

Room Key Card \$8,000 \$ \_\_\_\_\_

Onsite Newsletter Ad  
\$4,000 (three issues) \$ \_\_\_\_\_

E-Newsletter  
\$5,100 (six issues) \$ \_\_\_\_\_

Mailing List\* Available in mid-April  
\$800 per list plus format  
and delivery charge \$ \_\_\_\_\_

Portfolio Service  
\$2,500 per insert  
(4-page, 8.5x11-in. max.) \$ \_\_\_\_\_

**Subtotal Addtl. Opportunities** \$ \_\_\_\_\_

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**Total Marketing Order** \$ \_\_\_\_\_

Invoices will be issued upon services rendered.

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### REQUIRED INFORMATION. Please print or type.

\_\_\_\_\_  
Contact person

\_\_\_\_\_  
Contact's telephone

\_\_\_\_\_  
Contact's fax

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact's email address

\_\_\_\_\_  
Address 1

\_\_\_\_\_  
Authorized signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Address 2

\*Visit [www.marketing.mlanet.org](http://www.marketing.mlanet.org) for required mailing list forms, samples, specs, and terms.

\_\_\_\_\_  
City, State, Zip code