

MLANET sponsorships

Professionals providing quality information for improved health

Two Options for Six-Month Banner Sponsorships

Option #1: MLANET Home Page (www.mlanet.org)

- **Guaranteed visibility! Banners appear on MLA's all-important home page, as well as on more than 6,000 static pages.**
- This public website includes consumer health resources—a hot topic area for MLA members **and** the public.
- The home page provides access to a host of resources, including the Members-Only site, MLA's nationally recognized "Top Ten" health websites list, annual meeting registration, digital archives of MLA's scholarly journal, job ads, and more.
- Banners include a direct link back to your website.
- Only six banners are available at any one time.

Option #2: Members-Only/Online Membership Directory (www.mlanet.org/members/)

- **Sponsorship within the Members-Only site guarantees select, qualified viewers. MLA's 4,500 professional members are health sciences librarians, library directors, instructors, and information technology experts in hospital libraries, academic medical centers, and other settings, such as pharmaceutical companies.**
- Sponsorship banners appear on the Members-Only home page and every page within the Members-Only site.
- The Members-Only site—a benefit exclusively for MLA members—contains the Membership Directory, advocacy tools, benchmarking data, full text of *MLA News*, journal preprints, salary survey, and more!
- Members use the Online Membership Directory year-round to conduct association business. It includes committee rosters and charges, and other information in one convenient location.
- Members can locate and email colleagues with the click of a mouse.
- Banners include a direct link back to your website.
- Only six banners are available at any one time on the site.



MLA members are **computer-savvy professionals**, performing a range of information technology (IT) functions, including database support, integrated library system support, web-based education, and website development.

MLANET Activity (2008)

No. of hits	37 million
No. of page views.....	19.4 million
Avg. no. of visits/mo.	124,086
Avg. no. of visits/day.....	4,136

Contact Barbara Redmond at 312.419.9094 x26; email, mlacom2@mlahq.org to become an MLANET sponsor or fax an insertion order to 312.419.8950.

Visit www.marketing.mlanet.org for more ways to reach MLA members.

Prices and Specs

Option #1 MLANET (public)

The screenshot shows the MLANET website with several callout boxes:

- 1**: A vertical banner on the left sidebar.
- 1-A**: A square banner below the vertical banner on the left sidebar.
- 2**: A vertical banner on the right sidebar.
- 3**: A vertical banner on the right sidebar, below the one above.
- 4**: A vertical banner on the right sidebar, below the one above.
- 5**: A horizontal banner at the bottom of the page.

Option #2 Members-Only

The screenshot shows the MLANET Members-Only website with several callout boxes:

- 1**: A vertical banner on the left sidebar.
- 1-A**: A square banner below the vertical banner on the left sidebar.
- 2**: A vertical banner on the right sidebar.
- 3**: A vertical banner on the right sidebar, below the one above.
- 4**: A vertical banner on the right sidebar, below the one above.
- 5**: A horizontal banner at the bottom of the page.

Choose from **two six-month periods**:

October 1 through March 31 **OR**
 April 1 through September 30

1 **Left sidebar; two sizes available:**
 Guaranteed "above the fold"
 #1 (120 x 240 pixels)—\$7,000
 #2 (120 x 90 pixels)—\$6,000

1-A **Left sidebar; two sizes available:**
 May be "below the fold"
 #1 (120 x 240 pixels)—\$6,000
 #2 (120 x 90 pixels)—\$5,000

2 **Sidebar; two sizes available:**
 Guaranteed "above the fold"
 Vertical banner—\$7,000
 (120 x 240 pixels)
 Square banner—\$6,000
 (125 x 125 pixels)

3 **Sidebar; two sizes available:**
 Usually "above the fold"
 Vertical banner—\$7,000
 (120 x 240 pixels)
 Square banner—\$6,000
 (125 x 125 pixels)

4 **Sidebar sponsorship; two sizes available:**
 May be "below the fold"
 Vertical banner—\$5,000
 (120 x 240 pixels)
 Square banner—\$4,000
 (125 x 125 pixels)

5 **Footer banner; one size available:**
 Typically "below the fold"
 468 x 60 pixels—\$5,000

Same pricing and specs for both MLANET and Members-Only.

Terms

- Six-month sponsorships run either:
 - October 1 through March 31
 - April 1 through September 30

- Sponsorship graphics may include any or all of the following:
 - your company name and logo
 - description of product line
 - slogans that do not provide comparative descriptions of your products or services
 - value neutral descriptions of your products or services (including pictures)
 - your company's locations, contact information, and web address

- Send URL link and graphic saved as a .GIF or .JPG file via email or on disk.

- Sponsor banners must be a stationary image or logo no larger than the specified size; no Javascript, applets, or animations are accepted.

- Graphic or link can be updated once after three months.

- MLANET generally receives more than 100,000 visits per month; however, we do not guarantee any specific number of impressions, and pricing is not based on impressions or click-through rates.

- No more than six sponsors will be accepted for main MLANET pages at any time.

- We recommend that your link be to the company home page or to a value-added information site that targets MLANET users.

- Sponsorship does not constitute MLA's endorsement or approval of sponsor's goods or services, and sponsor agrees not to communicate an endorsement or approval.

- Positions are on a first-come, first-served basis.

Contact Barbara Redmond at 312.419.9094 x26; email, mlacom2@mlahq.org to sponsor MLANET or Members-Only or fax the insertion order on the back side to 312.419.8950.

Visit www.marketing.mlanet.org for other ways to reach MLA members.



MEDICAL LIBRARY ASSOCIATION

65 East Wacker Place, Suite 1900, Chicago, IL 60601-7298

312.419.9094; Fax, 312.419.8950

Visit www.marketing.mlanet.org for details.

Advertiser name as it appears on ad _____

Agency name (if applicable) _____

Contact _____

Billing address _____

City, State, Zip _____

Telephone (include area code) _____

Fax (include area code) _____

Email _____

Authorized signature _____ Date _____

Rate*\$ _____

Frequency\$ _____

Outside agency discount (where appropriate)\$ _____

TOTAL\$ _____

Payment Options

Please invoice (payment due within 30 days of billing)

CREDIT CARD: Visa MasterCard American Express

Print cardholder's name _____

Acct. no./expiration _____

Signature _____

ADVERTISING INSERTION ORDER FORM

Check publication/issue(s):

Check all instructions that apply:



- JAN JUN/JUL
- FEB AUG
- MAR SEP
- APR OCT
- MAY NOV/DEC

- Color
- Black & white
- Spread
- Full page
- Half page
- Quarter page
- Inside front cover
- Inside back cover
- Back cover
- Other guaranteed position

- New ad
- Repeat ad from _____ issue



Journal of the Medical Library Association

- JAN APR
- JUL OCT

- Color
- Black & white
- Spread
- Full page
- Half page
- Quarter page
- Inside front cover
- Inside back cover
- Back cover
- Other guaranteed position

- New ad
- Repeat ad from _____ issue

Online Sponsorships

MLANET

- October through March
- April through September

MLANET MEMBERS-ONLY

- October through March
- April through September

ELECTRONIC NEWSLETTER

- (MLA-FOCUS)
- 3-month period _____

Banner Position and Size

(For visual, log on to www.marketing.mlanet.org/sponsor/mnet/)

- _____ 120x240 pixel
- _____ 120x90 pixel
- _____ 120x60 pixel

Annual Meeting Publications

Call for available positions

- PRELIMINARY PROGRAM
- OFFICIAL PROGRAM

- New ad
- Repeat ad from _____

Check all instructions that apply:

- Color
- Black & white
- Spread
- Full page
- Half page
- Inside front cover
- Inside back cover
- Back cover
- Other guaranteed position

Keywords in ad or banner:

- Art enclosed?** Yes No
- Proof enclosed?** Yes No

Special Instructions:

If you would like the rate card sent to you or if you have questions, please call Barbara Redmond at 312.419.9094 x26; fax, 312.419.8950; email, mlacom2@mlahq.org.

* For rates and information, please refer to the current MLA Rate Card or go to www.marketing.mlanet.org.