

ACCESS ADVERTISING

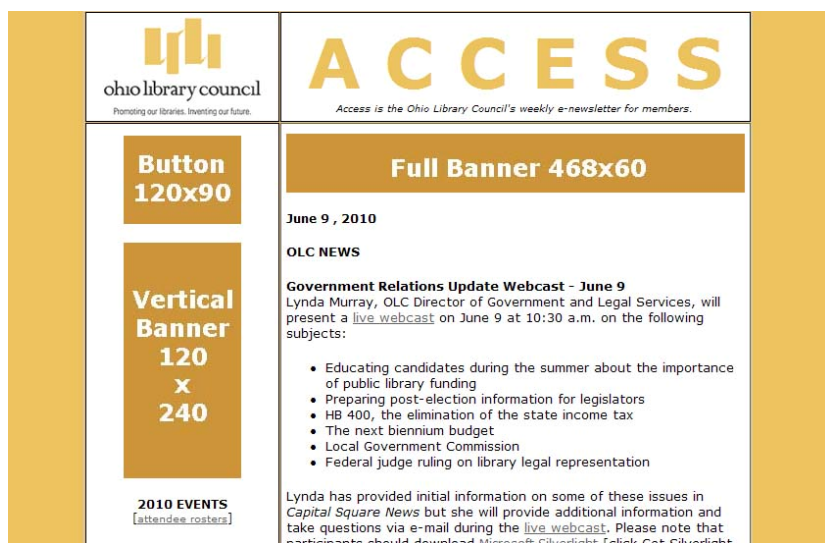
Circulation Information

Access is the weekly e-newsletter of the Ohio Library Council (OLC). *Access* is distributed to approximately 3,000 OLC members (library directors, staff, trustees, and Friends) and archived on the OLC website (<http://olc.org/access.asp>).

Ad Sizes and Rates

| Type | Size (pixels) | Placement (all above fold) | Price per placement (one placement = appearance of same ad in four consecutive issues) |
|--------------------------|---------------|----------------------------|--|
| Full banner (horizontal) | 468x60 | Right column | \$400 |
| Vertical banner | 120x240 | Left column | \$300 |
| Button | 120x90 | Left column | \$200 |

OLC Associate Members receive a 10% discount when advertising in *Access*. Information on becoming an Associate Member is available on the OLC website (http://olc.org/assoc_memb.asp)
Payment is preferred at the time of initial ad placement.



The sample advertisement layout shows the OLC logo and tagline on the left. The main content area features the word "ACCESS" in large yellow letters at the top, followed by the subtitle "Access is the Ohio Library Council's weekly e-newsletter for members." Below this, there is a section for "June 9, 2010" titled "OLC NEWS" with a sub-heading "Government Relations Update Webcast - June 9". The text describes a live webcast by Lynda Murray on June 9 at 10:30 a.m. on various subjects, including public library funding, election information for legislators, the state income tax, the next biennium budget, the Local Government Commission, and a federal judge ruling on library legal representation. A list of subjects is provided. At the bottom, it notes that Lynda has provided initial information in *Capital Square News* and will provide additional information during the live webcast. On the left side of the sample, there are three ad formats: a "Button 120x90", a "Vertical Banner 120 x 240", and a "2010 EVENTS [attendee rosters]" link.

Placement includes four consecutive appearances in *Access* e-newsletter. The advertisement will include a link to a specific website URL provided by the advertiser. Advertisers will receive an electronic copy of the issues in which the ad appears.

Ad Specs

File formats:
JPG, GIF, PNG, TIF preferred
Resolution:
72 dpi minimum

Disclaimers

The OLC will accept advertisers in *Access* on a first come, first served basis and will limit the number of advertisements per issue. The OLC will work to accommodate advertisers that have time-sensitive promotional needs. Advertisements cancelled after payment has been processed will be charged a \$25 administration fee. Payment for advertisements cancelled after at least one ad has appeared in *Access* will not be refunded.

Send artwork and contract to:

Mackenzie Betts, OLC Director of Communications

mbetts@olc.org, Phone: (614) 410-8092, Fax: (614) 418-8098



ACCESS ADVERTISING

The undersigned fully understands the contract regulations and authorizes the following ad placement:

Advertiser/Company Name: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Authorized Signature _____ Date: _____

Printed Name _____

Please specify the date you would like the ad to begin appearing for four consecutive issues:
_____ (Month/Day/Year)

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Please check the appropriate ad size and rate below:

| Type | Size (pixels) | Regular Price | | Associate Member Price | |
|--------------------------|---------------|--------------------------|-------|--------------------------|-------|
| Full banner (horizontal) | 468x60 | <input type="checkbox"/> | \$400 | <input type="checkbox"/> | \$360 |
| Vertical banner | 120x240 | <input type="checkbox"/> | \$300 | <input type="checkbox"/> | \$270 |
| Button | 120x90 | <input type="checkbox"/> | \$200 | <input type="checkbox"/> | \$180 |

URL to which the ad should link: http://_____

Please check the preferred payment method below:

Check made payable to OLC enclosed Visa American Express MasterCard

Send an invoice PO#: _____

Card Number: _____

Cardholder's Name: _____

Exp. Date: _____ CCV: _____

Cardholder's Address: Residence Commercial _____

Cardholder's Signature: _____