

**MOUNTAIN PLAINS LIBRARY ASSOCIATION (MPLA)
NEWSLETTER ADVERTISING POLICY**

July 1, 2005

The Mountain Plains Library Association (MPLA) is a 12 state association of librarians, library paraprofessionals, and friends of libraries in Arizona, Colorado, Kansas, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Utah, and Wyoming. The MPLA newsletter is currently accepting advertising. Information vendors, book publishers, and others who supply goods and services to libraries within the Mountain Plains Library region are encouraged to submit advertising for insertion into the newsletter.

The MPLA newsletter is sent to approximately 800 members and subscribers, and is published six times a year in an 8 ½" x 11" booklet format. It is also published on the MPLA Website at www.usd.edu/mpla. Each issue averages 24 pages, but the length may vary depending on committee and association news and available copy. Issue deadlines are as follows:

January 1	July 1
March 1	September 1
May 1	November 1

The following guidelines have been established for advertising in the newsletter:

1. All advertising is subject to editorial approval and the editor reserves the right to refuse any advertising deemed inappropriate.
2. MPLA assumes no liability for ad content. Every precaution will be made to avoid false or misleading advertising.
3. No issue of the newsletter will contain more than 20% advertising.
4. Payment for advertising copy should accompany the copy.
5. The editor will make the final decision on placement of the copy unless special placement arrangements are made at the purchase time.
6. All copy must be camera-ready, or may be submitted in any electronic form acceptable to the editor.
7. Advertising rates are as follows:

<u>Ad Size</u>	<u>Cost (per issue)</u>	<u>Cost (per year—6 issues)</u>
Full page (7 ½" x 10")	\$150	\$800
½ page (3 ¾" x 10")	\$75	\$375
½ page (7 ½" x 5")	\$75	\$375
¼ page (5" x 3 ¾")	\$40	\$200
Business card (2" x 3 ½")	\$25	\$125

8. For more information or a sample issue of the newsletter, please contact:

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