

DeKalb Public Library Advertisement Packages

The DeKalb Public Library offers an opportunity for any business, organization, group, or individual to buy advertisement space at the library for a reasonable price. Various packages are available for a range of prices. Details on the specific components of the packages are listed below. Please refer to attached package table for a list of each packages' components, price, duration, and *minimum range and **impressions.

*Def: Minimum Range: The minimum number of *unique viewers* of the advertisement based on current statistics gathered by the DeKalb Public Library.

**Def: Minimum Impression: The minimum number of *total views* of the advertisement based on current statistics gathered by the DeKalb Public Library.

Component Information

- 1) Color advertisement on the back of the library's monthly brochure:** The dimensions of this advertisement are 3.42" wide by 4.125" tall. This advertisement must be submitted electronically as a JPEG or TIFF file by emailing samanthah@dkpl.org. The library is not responsible for blurry, outdated, or incorrect information portrayed in this advertisement. The advertisement will be posted exactly as it is given.
- 2) "This banner sponsored by (your name/organization)" tagline on 1 main lobby banner:** The library will use the EXACT name provided on the application in the "your name/organization" section to complete this tagline. The library is not responsible for incorrect information in this tagline. The purchasing party's name will be posted exactly as it is given on the application form.
- 3) Color Digital Frame on 3 library atrium monitors:** The Digital Frame advertisements will run on all 3 library atrium monitors for a duration of 1 month. The advertisement will run for 10 seconds in a loop with no more than 6 other frames totaling no more than 90 seconds of running time. The dimensions of this advertisement are 8" wide by 3.82" tall. This advertisement must be submitted electronically as a JPEG or TIFF file by emailing samanthah@dkpl.org. The library is not responsible for blurry, outdated, or incorrect information portrayed in this advertisement. The advertisement will be posted exactly as it is given.
- 4) 4 advertisements in library's weekly "Bookmarks" eBlast:** This will be the same advertisement run each week (4 times total) in the library's Tuesday eBlast for the duration of the advertisement package (1 month). The dimensions of this advertisement are 8" wide by 3.82" tall. This advertisement must be submitted electronically as a JPEG or TIFF file by emailing samanthah@dkpl.org. The library is not responsible for blurry, outdated, or incorrect information portrayed in this advertisement. The advertisement will be posted exactly as it is given.
- 5) Magazine Sponsorship:** The purchasing party's name will be listed as sponsoring a magazine of their choosing on signage in the periodical section of the library. Sponsorships will last for one year from the date that the advertisement package form was submitted, with an option to renew at a discounted price. The purchasing party's name will be posted exactly as it is given in the "your name/organization" section of the application form.

- 6) **Web Banner on DKPL website:** Web banners will run on the DKPL website, www.dkpl.org, for a duration of 2 weeks. The advertisement will run in a loop with no more than 6 other banners. The dimensions of this advertisement are 8" wide by 3.82" tall. This advertisement must be submitted electronically as a JPEG or TIFF file by emailing samanthah@dkpl.org. The library is not responsible for blurry, outdated, or incorrect information portrayed in this advertisement. The advertisement will be posted exactly as it is given.
- 7) **Link to webpage on web banner:** Web banners will include a link to a website of the purchasing party's choice. The website URL will be linked EXACTLY as given on the advertisement application form. The library is not responsible if the chosen website is incompatible with certain devices, requires maintenance, or cannot be viewed for any other reason.
- 8) **Flyer on Library Community Board on Main Level:** This advertisement must be either 8.5" x 11" (portrait or landscape orientation) or 11" x 17" (portrait orientation only). The flyer will be posted for a 2-week period, or until specific event is over if it is less than the 2-week period. The flyer must be submitted in hard copy at the Circulation Desk with attention to Samantha. The library will not post damaged or unsightly flyers. The library is not responsible for blurry, outdated, or incorrect information portrayed in this advertisement. The advertisement will be posted exactly as it is given.
- 9) **Advertisement creation:** For the prices listed, the library will create an advertisement or advertisements for the purchasing party. The library will submit ONLY 2 drafts to the purchasing party. After draft 1 is submitted, the purchasing party can agree to the advertisement as-is or can request specific changes. After draft 2 is submitted (if necessary), the purchasing party can agree to the advertisement as-is or can request FINAL specific changes. When the final advertisement is submitted, the purchasing party MUST choose to accept the advertisement or to reject it. If the purchasing party rejects the final advertisement, they WILL STILL be responsible for payment of the advertisement creation. The purchasing party MUST approve the advertisement by the specific deadline that they are given (varies per package). The advertisement will be printed in color by the library, and a PDF file of the advertisement will be given to the purchasing party.
- 10) **Multiple package deal:** This discount only applies to the purchases of Packages 1 or 2. In order to qualify for the multiple package deal, all 3 packages must be purchased at the same time.

General Information

To purchase an advertisement package, please complete the attached Advertisement Package form and return to the library Circulation Desk or email to samanthah@dkpl.org. If purchasing package #1, Advertisement Package form must be submitted AT LEAST 2 WEEKS before the beginning of the appropriate month. Advertisements for the monthly packages must be submitted AT LEAST 1 WEEK before the beginning of the appropriate month. Electronic advertisements, flyers, and magazine sponsorships can be submitted at any time, and will be posted for the appropriate duration. Payment must be submitted at the time of application. Payments can be made in person at the library Circulation Desk or by mail (checks only please). Checks should be made out to DeKalb Public Library. Payments can be mailed to 309 Oak Street, DeKalb IL, 60115.

Advertisement packages will be given on a first come, first serve basis. Parties may only purchase as many packages as they see fit. Multiple package discounts are available. Only two #1, #2, and #3 Packages will be sold per month. Package #4 has no limit and can be purchased at any time. Only one #5 Package will run at any given time. A maximum of four #6 Packages will be posted at any given time.

For additional information, if you have any questions, or if you would like to discuss purchasing an advertisement package, please contact Samantha at samanthah@dkpl.org or at (815) 756-9568 ext. 1701. We are pleased to work with you and would be more than happy to discuss terms in person or over the phone.



DeKalb Public Library Advertisement Package Form

Purchasing Party: _____

Contact Person Name: _____

Email: _____ Telephone Number: _____

Address: _____

Sponsorship Name (if applicable): _____

Package you would like to purchase:

- Package #1 \$350.00 Desired month: _____
- Package #2 \$300.00 Desired month: _____
- Package #3 \$100.00 Desired month: _____
- Package #4 \$25.00 Magazine title(s): _____ Quantity: _____
- Package #5 \$300.00 Website URL: _____
- Package #6 \$50.00 Quantity: _____

Subtotal: _____

Extras:

- Brochure Advertisement or Digital Frame/eBlast Advertisement Creation \$50.00 Quantity: _____
- 8.5" x 11" Flyer or 11" x 17" Poster Creation \$100.00 Quantity: _____
- Multiple Package Discount %15 Discount

Extra(s): _____

Discount: _____

Total: _____

For staff only

Amount Paid _____ Date Paid _____

Payment Type _____

Deadline for further information and/or advertisements: _____