

PLASMA SCREEN ADVERTISING



**CHERRY HILL
PUBLIC LIBRARY**

THE HEART OF TOWN

Return attached form to:

Valerie Carita
Cherry Hill Public Library
Administrative Offices
1100 Kings Highway N.
Cherry Hill, NJ 08034

Or fax attached form to:

856-667-9503

Questions? Call us:

856-903-1205

**Payment must be
received before
service is provided.**

Payment can be made
by cash, check, Visa or
MasterCard

Please see and
complete the
Ad Order Form (attached)
for ad submissions.

ORDER FORM & RATE CARD

For more than 40 years, the Library has been a cherished landmark in Cherry Hill. We invite you to connect with the people who made us the heart of town.

GET TRAFFIC. Do you need a sure-fire, no-nonsense, can't miss, advertising channel to spread awareness about your event or to help grow your business? The Cherry Hill Public Library provides a highly effective medium for businesses and non-profit organizations looking for strategies to promote special events, workshops and seminars.

GET NOTICED. For a nominal fee, your organization can advertise a special event on four, 36-inch flat screen plasma monitors strategically placed throughout the Cherry Hill Public Library. With about 6,000 to 7,000 Library visitors each week, the Library can run your ad for up to four weeks before your scheduled event, giving your ad more than 25,000 views each month.

GET RESULTS. Connect Cherry Hill Library visitors with your information through a well-designed advertisement. As one of the most trusted and well-established brands in Cherry Hill and neighboring communities, the Library, as an ad vehicle, can maximize your exposure, help your organization develop a positive public image, and get you the **return on investment** you've been searching for.

PLASMA SCREEN ADVERTISING

ADVERTISING POLICY

Cherry Hill Public Library plasma screens serve as a medium through which the Cherry Hill community is kept informed of community activities. Advertisers will be charged as per this rate card (see below). CHPL has the right to approve the content and design of all advertising submissions. CHPL reserves the right to refuse products or companies that are not deemed suitable to CHPL's image and reputation.

PLASMA LOCATIONS

- **One** at Circulation Desk, Main Level
- **One** in Main Lobby, Main Level
- **One** in Lower Lobby, Lower Level
- **One** in Children's Library, Upper Level

FREQUENCY

The Library is open 69 hours a week. Your ad will show for 10 seconds at a minimum of every 7 minutes during Library hours. All ads can run for a maximum of four weeks. Ads will start to run on the Library's plasmas the Friday after submission.

PRODUCTION AND SUBMISSION

All ads and Ad Order Forms (attached) must be submitted with payment by 3 p.m. on Thursdays for the upcoming week. Late submissions will not guarantee inclusion for upcoming week.

Organizations using the Library's design services must complete and return the Ad Order Form (attached) with payment to Valerie Carita by 3 p.m. on Thursdays.

Organizations submitting their own ad design must follow design guidelines (below) and submit the Ad Order Form (attached) with payment to Valerie Carita by 3 p.m. on Thursdays. The ad design must be e-mailed to vcarita@chplnj.org by 3 p.m. on Thursdays.

DESIGN GUIDELINES

File Size and Orientation: All designs must be at least 10" x 7.5" with a landscape orientation.

File Format: All files must be submitted as a PDF or JPEG.

Accuracy: Please spell check and ensure your information is accurate. Double check dates and times.

Fonts: Use large fonts. We recommend a minimum of 40 pt. for headline and 26 pt. for copy. Use caps sparingly.

Readability: Remember your audience will be viewing a running slide show. A lot of copy is hard to read in an allotted amount of time and people may lose interest.

ADVERTISEMENT DESIGN

We make it easy! The Library's design service offers full color, full screen ads created in PowerPoint®. Advertisers can choose between two ad templates on the Ad Order Form (attached). Advertisers are responsible for producing ad copy and images. Images provided must be in JPEG or PDF format. Payment must be included with ad submission. Ads will start to run on the Library's plasmas the Friday after submission. No changes can be made to ads after submission. Payment will not be refunded if event is cancelled.

WEEKLY PLASMA ADVERTISING RATES AND AD DESIGN FEES

	Business *Internal Event	Business **External Event	Non-Profit Organization *Internal Event	Non-Profit Organization **External Event
1 week	\$25	\$35	\$15	\$20
2 weeks	\$50	\$70	\$30	\$40
3 weeks	\$70	\$100	\$40	\$55
4 weeks	\$90	\$130	\$50	\$70
Design Fee	\$25	\$25	\$25	\$25

Rates are subject to change.

*Events hosted at the Library
**Events hosted at location outside of Library

AD ORDER FORM

If using the Library's design services, please complete SECTIONS 1, 2 and 3. If submitting your own ad design please complete SECTION 2 and be sure to adhere to design guidelines (attached).

This form must be completed and signed when submitting advertisement order. **PRINT CLEARLY!**

SECTION 1

ORGANIZATION NAME: _____

EVENT TITLE (no more than 30 characters): _____

EVENT DATE: _____ EVENT TIME: _____

EVENT DESCRIPTION (no more than 140 characters):

RSVP/COST/CONTACT INFORMATION (no more than 90 characters): _____

SECTION 2 Please be sure to read and adhere to the Production and Submission Guidelines (attached).

AD SUBMISSION DATE: _____ START DATE: _____ DESIRED RUN TIME: _____ WEEKS

I have fully read and understand the Cherry Hill Public Library Plasma Screen Advertising Specifications. I understand the terms and policies on this form.

AUTHORIZED REPRESENTATIVE SIGNATURE: _____ DATE: _____

AUTHORIZED REPRESENTATIVE NAME (Please Print): _____

PHONE NUMBER: _____ E-MAIL: _____

SECTION 3

ADVERTISEMENT TEMPLATES (AD DESIGN OPTIONS)

Please circle one

Seminar / Event Title

Event Date
Event Time

Brief description of
program/event

RSVP; cost; contact information

Seminar / Event Title

Event Date
Event Time

Brief description of
program/event

RSVP; cost; contact
information

Image or
company logo



Must provide .jpeg file
via e-mail

For Office Use Only

Approved: Yes No

Comments:

Total Amount Due \$ _____ In full by: _____

Staff Signature _____ Date _____