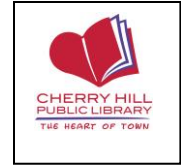


PLASMA SCREEN ADVERTISING

Submit all plasma screen advertising forms, payment and designs to:

>> Valerie Carita, vcarita@chplnj.org, (856) 903-1205



ADVERTISING POLICY

Cherry Hill Public Library plasma screens serve as a medium through which the Cherry Hill community is kept informed of library programs and local events. Advertisers will be charged as per the rate chart listed below.

>> CHPL has the right to approve the content and design of all advertising submissions, and 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
- **Two** in Main Lobby, Main Level
- **One** in Lower Lobby, Lower Level
- **One** in Children's Library, Upper Level

FREQUENCY

Your ad will be part of a continuous loop during Library hours of operation. Ads will start to run on the Library's plasma screens approximately one week after final ad approval.

PRODUCTION AND SUBMISSION

All ads, Ad Order Form (reverse) and payment must be submitted at least one week prior to the requested ad start date. Late submissions will not guarantee inclusion in the upcoming week.

Organizations using the Library's design service must allow additional time for ad creation and approval.

>> Organizations submitting their own ad design must follow design guidelines below, and should include the statement: *Cherry Hill Public Library does not endorse the policies, beliefs, or activities of the sponsoring group.*

DESIGN GUIDELINES

File size and Orientation: All designs must be landscape orientation with at least 10" x 7.5" (aspect ratio 4:3).

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

Accuracy: Please spell check to 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: Our screens display a running slide show and too much information is hard to read quickly. Be concise.

ADVERTISEMENT DESIGN SERVICE

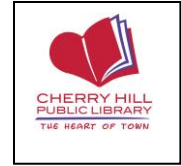
We make it easy! The Library's design service offers full color, full screen ads created in PowerPoint®. Advertisers can submit their logo or other images in PDF or JPEG format. Payment must be included with ad submission. Ads will start to run on the Library's plasma screens approximately one week after final ad approval. No changes can be made to ads after submission. Payment will not be refunded if event is cancelled.

*Internal Event = hosted at the Library

**External Event = hosted at a location outside of the Library

	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

PLASMA SCREEN AD ORDER FORM



I will use the Library's design service* for an additional fee.

- OR -

I will email my own PDF or JPEG formatted ad.

Organization Name: _____

Authorized Representative Name (please print): _____

Phone Number: _____ E-mail: _____

Ad Submission Date: _____ Requested Ad Start Date: _____ Desired Run Time: _____ weeks

**Required information if using Library's design service:*

- Event Description (no more than 140 characters including spaces):

- Event Title (no more than 30 characters): _____

- Event Date: _____ Event Time: _____

- RSVP/Cost/Contact Information (no more than 90 characters): _____

PAYMENT POLICY: Cash, check, Visa or MasterCard only; must be paid in full before ad can begin running. No changes can be made to ads after submission. Payment will not be refunded if event is cancelled.

I have completely read and fully understand the policies, rules and disclaimers pertaining to the use of the Cherry Hill Public Library's plasma screen advertising. I agree to be responsible for complying with them and making all payments as called for herein.

Signature _____ Date _____

For Office Use Only

Approved: Yes No Invoice # _____

Design fee: Yes No \$ _____ Category: _____

Duration: _____ Ad Submission Date: _____

Total Amount Due \$ _____

Staff Signature _____ Date _____

Confirmation: Mailed E-mailed Faxed on _____

Invoice: Mailed E-mailed Faxed on _____