



2012 IRA Tote Bag Inserts Order Form

The IRA Tote Bag will guarantee your printed promotional piece will reach all attendees!

Whether you create a new campaign or distribute a current brochure, the IRA Tote Bag will ensure consistent dissemination to reach an anticipated 12,000 participants. Limited to 10 advertising companies, this opportunity will deliver your printed piece and drive traffic to your booth. Promote a session, demonstration or author signing as well as create brand awareness of your products.

Distribution: April/May 2012 at attendee registration Circulation: 12,000 Annual Convention Participants

TOTE BAG INSERT RATE: \$3,000

Deadline for electronic prototype (pdf format) for content approval by IRA **February 16, 2012**

Please ship your final IRA approved printed piece between

March 29 – April 10, 2012

Attn: Mary Liz Davis/Ciaran Tully
Show: International Reading Association
C/O GES
5448 W. 47th Street
Chicago, IL 60638

Signature of Authorized Responsible Party

No cancellations will be accepted. The IRA reserves the right to accept or reject any advertising at its absolute discretion.

Contact Name	
Company	
Address	
City	State/Zip
Phone	E-mail

Please send the completed form to the attention of Jane Conway at jconway@reading.org or Fax: 302-341-3227.
Your electronic prototype must be approved for content by the IRA no later than February 16, 2012.