

american libraries

The magazine of the **American Library Association**

**MEDIA
PLANNING
GUIDE 2020**

WHO WE ARE

American Libraries is the largest-circulation magazine geared toward library professionals and the only one to cover all types of libraries and service areas in a single publication.

Through our award-winning print and digital publications, we offer advertisers direct access to library buyers—more than any other professional library media outlet.

We take seriously our mission as the voice of the profession and the flagship publication of the American Library Association (ALA) and its 58,000 members. As ALA's most-used member benefit, *American Libraries* supports librarians and library workers with fresh, innovative offerings through robust combinations of print and digital content delivery.

By placing ads with *American Libraries*, you help librarians and library workers, too. Every advertising dollar spent with us directly supports ALA and the profession—and is an investment toward the future success of libraries.



November/December 2019 issue

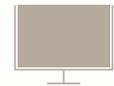
CIRCULATION



PRINT

58,000

magazine circulation



WEBSITE

63,000

average monthly users

1 million

sessions a year*

1.2 million

pageviews a year*

(100,400 average per month)



SOCIAL MEDIA

80,000

Twitter followers

23,500

average daily
Twitter impressions

16,000

Facebook fans

*1-year period from Dec. 1, 2018 through Nov. 30, 2019



1 in 4 readers report that they have visited an advertiser's website after seeing an ad in *American Libraries*.

PURCHASING POWER

6 out of 10 readers say they have some involvement in purchasing:

- ▶ shelving and furniture
- ▶ computer hardware and software
- ▶ online databases
- ▶ audiovisual materials and hardware

63% of ALA members are in administration or management positions.**

From Our Readers

"I always take the dining and traveling issues with me."

"I made a note to visit an advertiser at ALA Annual Conference."

"I consider *American Libraries* one of the 'must reads.'"

"I've referenced information from *AL Direct* in job interviews."



**Data reflects fiscal year 2016 membership and ALA member demographic analysis as of August 31, 2016.

READER ENGAGEMENT

- ▶ **8 out of 10 readers** have read most issues or every issue of *American Libraries*
- ▶ **8 out of 10 readers** consider *American Libraries* essential professional reading
- ▶ **7 out of 10 readers** spend 30 minutes or more with each issue of *American Libraries*

45% of readers report taking action on an ad they've seen in the last 12 months.

Source (this page unless otherwise noted): *American Libraries* 2018 readership survey of more than 1,700 respondents.

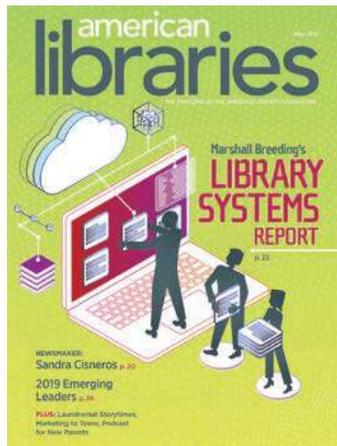
PORTFOLIO OF PRODUCTS

PRINT

American Libraries Magazine

American Libraries is the largest-circulation magazine for library professionals and the only one to cover all types of libraries and service areas in a single publication. It mails six times per year to 58,000 ALA members.

- Most-used member benefit: 78% of ALA members say they read *American Libraries* regularly.
- Award-winning design: recipient of the 2018 Peter Lisagor Award for a specialty/trade publication.
- Each issue includes trends, special features, professional development, commentary, and information about new products.
- Bonus distribution at ALA Midwinter and Annual conferences.
- Premium cover positions, outserts (bellybands, polybags, cover wraps), and inserts (posters, brochures, gatefolds) available for increased ad visibility.
- Print advertisers receive free placement in the monthly Product News e-blast to ALA members.
- Digital issue archives on our website include all original ads and the option to embed video.



DIGITAL

American Libraries Online

The *American Libraries* website delivers digital editions of *American Libraries* along with hundreds of original stories a year, including coverage of ALA Midwinter and Annual conferences and the popular annual *State of America's Libraries* digital report. This is the go-to site for professional information and breaking news.

- Banner ad and sponsored content opportunities.
- Latest Library Links—breaking news within the industry and ALA, updated all day.
- Archives of the magazine and our twice-weekly e-newsletter, *American Libraries Direct*.



Magazines show the highest return on advertising spend.

The Association of Magazine Media Factbook, 2018

E-NEWSLETTERS

American Libraries Direct

American Libraries' award-winning twice-weekly e-newsletter, delivered to nearly 40,000 library professionals, covers library activities, facilities, events, state and federal legislation, and news.

- Average open rate of 30% means more than 10,000 people read each newsletter.
- Delivers every Tuesday and Friday, exclusively to ALA members.
- Banner ads and sponsored posts placed high for immediate viewing. Exclusive sponsorships available.
- One insertion gives you placement in four issues.

Daily Scoop

Read the latest coverage on speakers, sessions, and events during ALA Midwinter and Annual conferences in our daily conference e-newsletter.

- Delivered to conference registrants and ALA members during conference, with a recap issue.
- Average open rates of 25%.
- Banner ads and exclusive sponsorships available.
- Highlight your event in the "What's Happening Today" section.



PODCAST



Dewey Decibel

Our half-hour podcast guides listeners through conversations with librarians, authors, celebrities, and scholars about topics from the library world.

- New episodes average more than 1,000 downloads in the first week.

Almost 70% of respondents to a 2017 Nielsen survey said that **podcast ads** increased the listeners' brand awareness.

- Up to three 45- to 60-second advertising spots are available per episode, read on air by the host. In-house copywriting is offered and exclusive sponsorship and combo packages are available.
- Episodes are available and archived on iTunes, SoundCloud, and Spotify and are promoted on *American Libraries*, ALA's, and *Dewey Decibel's* social media streams.
- To hear a sample ad read by the host, go to bit.ly/DeweyMediaKitAds.

Advertising in *American Libraries* enables Connectrac to reach a targeted audience that otherwise is difficult to get our message in front of.

CONNECTRAC

CONTENT MARKETING

PRINT

Custom Content

Showcase customers or products and services to promote your company in our magazine, right alongside our trusted editorial content. Our editorial and design team will do the work. Contact Michael Stack (mstack@ala.org) for pricing.



- *American Libraries* will interview customers and highlight the benefits of your company, products, and services.
- A professional editor will assist with editing and style, with your final approval.
- Can be integrated into the issue as an advertorial feature or bound separately as a ride-along or standalone piece.

FREE WEBINARS

American Libraries Live

\$5,000 | Be a thought leader, promote your products, and interact directly with engaged librarians by sponsoring an hour-long webinar. *American Libraries Live* webinars have drawn as many as 2,000 registrants per episode.

- Present alongside subject experts or use the full hour for product promotion.
- Perform live product demonstrations.
- Promoted in dedicated e-blasts, e-newsletters, and through *American Libraries* social media.

TARGETED E-BLASTS

Special Delivery

\$4,500 | Communicate your unique advertorial message to 36,000 ALA members.

- Share your company's message more cost effectively than with a rented email list.
- Target a specific audience by library type, region, or job title.
- Receive measurable results such as open rate, clicks, and leads.

SPECS: A subject line and an HTML file that includes up to 500 words of copy and five images.



“

Rutgers University School of Communication and Information is proud to be part of the ALA community. Its extensive network enables us to connect with countless library and information science professionals regarding our master of information program. The sales service is stellar, and we always get an excellent return on our advertising investment.

RUTGERS
School of Communication
and Information

”

DIGITAL

Sponsored Blog Posts

\$1,500 | Submit a blog post to be featured in *American Libraries Direct* or American Libraries Online.

- Use your post to introduce our readers to your product and direct customers to your website or product page.
- *American Libraries Direct* posts reach thousands of readers as integrated content in our twice-weekly e-newsletter.
- Posts on American Libraries Online appear on our homepage, are promoted on social media, and remain searchable in our archives.
- Use an *American Libraries Direct* sponsored post to send readers to your sponsored post on American Libraries Online and get a discount.

SPECS: Includes an image and 90 words for your post in *American Libraries Direct* or 400 words for your post on American Libraries Online.

PROMOTIONAL E-BLASTS

Product News

\$1,250 | Promote your products, services, or equipment in this email delivered monthly to our exclusive list of 36,000 ALA members. Free for print advertisers in concurrent issue.

SPECS: Includes a product image (225 × 225), a headline of up to 10 words, a product description of up to 50 words, and a link to your website.

Exhibitor Showcase

\$1,250 | Reach all registered ALA conference attendees—a list exclusive to ALA—with this email, sent out right before ALA Midwinter and Annual conferences. Includes a customized exhibit floor map to pinpoint your booth location.

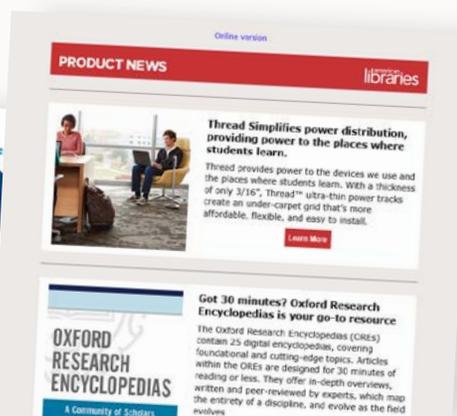
SPECS: Includes a product image (295 × 330), a headline of up to 10 words, your website address, a product description of up to 50 words, and your booth number.

CAREER LEADS

ALA JobLIST

Our full-featured, award-winning job board reaches the engaged professionals and students you want to hire. See joblist.ala.org for pricing.

- ALA JobLIST is visited by library and information science professionals 60,000–70,000 times each month.
- Flat-rate pricing, discounted multi-ad packages, and optional enhanced postings are available for increased visibility.
- Postings are included in a nightly job alert email for any job seekers who opt in.
- Ads are announced through the @ALA_JobLIST Twitter account to more than 20,000 followers.



EDITORIAL CALENDAR

MAGAZINE

<p>JANUARY</p> <hr/> <p>FEBRUARY</p>	<p>January/February</p> <p>Preview of ALA Midwinter Meeting & Exhibits: This special issue is a planning tool for Midwinter attendees.</p> <p>AD CLOSE: Nov. 14 MATERIALS DUE: Nov. 25</p>	 <p>BONUS DISTRIBUTION ALA Midwinter and state association conferences</p>
<p>MARCH</p> <hr/> <p>APRIL</p>	<p>March/April</p> <p>Census 2020: How libraries are preparing for the decennial count.</p> <p>AD CLOSE: Jan. 20 MATERIALS DUE: Jan. 28</p>	<p><i>State of America's Libraries</i> (online only)</p> <p>Library trends of the past year are detailed in this report, released during National Library Week, generally the second full week of April.</p> <p>AD CLOSE: Apr. 3 MATERIALS DUE: Apr. 8</p>
<p>MAY</p>	<p>May</p> <p>Library Systems Report: An extensive review of library systems vendors by Marshall Breeding.</p> <p>Emerging Leaders: This program enables newer library workers to serve in a leadership capacity.</p> <p>AD CLOSE: Mar. 19 MATERIALS DUE: Mar. 30</p>	
<p>JUNE</p>	<p>June</p> <p>Preview of ALA Annual Conference and Exhibition: A planning tool for the largest gathering of librarians and library supporters on the planet.</p> <p>AD CLOSE: Apr. 16 MATERIALS DUE: Apr. 27</p>	 <p>BONUS DISTRIBUTION ALA Annual Conference and Exhibition</p>
<p>JULY</p> <hr/> <p>AUGUST</p>	<p>July/August (online only)</p> <p>ALA Annual Conference Wrap-Up: Coverage of programs and exhibit hall news.</p> <p>International Special Feature: Focused on the international community as well as ALA's global efforts.</p> <p>AD CLOSE: June 24 MATERIALS DUE: July 7</p>	
<p>SEPTEMBER</p> <hr/> <p>OCTOBER</p>	<p>September/October</p> <p>Library Design Showcase: The annual facilities showcase spotlights new buildings and the architects and designers behind them.</p> <p>AD CLOSE: July 16 MATERIALS DUE: July 28</p>	
<p>NOVEMBER</p> <hr/> <p>DECEMBER</p>	<p>November/December</p> <p>AD CLOSE: Sept. 17 MATERIALS DUE: Sept. 30</p>	



PODCAST

JANUARY	Philadelphia Visitor's Guide AD COPY DUE: Jan. 9 RELEASE: Jan. 17
FEBRUARY	Presidential Libraries AD COPY DUE: Jan. 31 RELEASE: Feb. 14
MARCH	Women's History and the Anniversary of the 19th Amendment AD COPY DUE: Mar. 2 RELEASE: Mar. 16
APRIL	Earth Day and Sustainability AD COPY DUE: Apr. 3 RELEASE: Apr. 17
MAY	Privacy AD COPY DUE: May 1 RELEASE: May 15
JUNE	Insider's Guide to Chicago AD COPY DUE: June 5 RELEASE: June 19
JULY	Live from the PopTop Stage AD COPY DUE: July 1 RELEASE: July 17
AUGUST	Architecture and Design AD COPY DUE: July 31 RELEASE: Aug. 14
SEPTEMBER	Rural and Small Libraries AD COPY DUE: Sept. 1 RELEASE: Sept. 14
OCTOBER	Halloween AD COPY DUE: Oct. 2 RELEASE: Oct. 16
NOVEMBER	TBD AD COPY DUE: Oct. 30 RELEASE: Nov. 13
DECEMBER	Year in Review Celebrity Interviews AD COPY DUE: Dec. 7 RELEASE: Dec. 18

Episode topics subject to change.

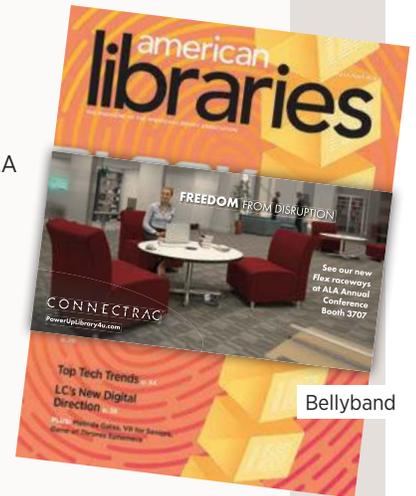
PREMIUM OFFERINGS

► Boost Your Visibility

Research shows that as advertising views increase, so does consumer attention and ad recall. We offer:

- Outserts and inserts
- Bellybands—available exclusively on the ALA Midwinter and Annual conference issues
- Polybags, cover wraps, and inserts (posters, brochures, gatefolds) available year-round

Contact Michael Stack at 847-367-7120 or mstack@ala.org for rates, availability, and specifications for these premium offerings. Material due dates may vary.



► Special Positions

Special position rates are available for Covers 2, 3, and 4 as well as facing Cover 2 or Table of Contents. Section requests or patterned positioning within the same issue are available on a first-come, first-served basis and must be booked in advance. A 10% surcharge will be added to the earned rate for guaranteed special positions when available.

“

Sponsoring *Dewey Decibel* allowed us to take our multichannel marketing approach to the next level. My team and I were very impressed with the host's willingness to make our ads come to life. We couldn't be happier.



”

RATES AND SPECIFICATIONS

AMERICAN LIBRARIES MAGAZINE

Rates per insertion

	1X	3X	6X	9X	12X
Full page	\$5,310	\$5,097	\$4,943	\$4,747	\$4,248
2/3 page	\$4,258	\$4,088	\$3,964	\$3,807	\$3,406
1/2 page	\$3,712	\$3,562	\$3,455	\$3,318	\$2,969
1/3 page	\$2,670	\$2,564	\$2,486	\$2,388	\$2,136
1/4 page	\$2,230	\$2,140	\$2,076	\$1,993	\$1,784
1/6 page	\$1,710	\$1,642	\$1,592	\$1,529	\$1,367

Ad sizes (w x h in inches)



FULL PAGE
8 x 10.75
includes 0.125" bleed

TRIM SIZE:
7.875 x 10.5

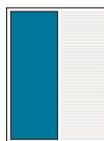
VITAL MATTER:
7.125 x 9.75



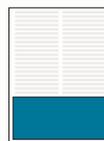
2/3 PAGE
Vertical
4.5 x 9.25



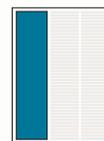
1/2 PAGE
Horizontal
7 x 4.5



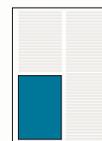
1/2 PAGE
Vertical
3.5 x 9.25



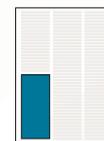
1/3 PAGE
Horizontal
7 x 3



1/3 PAGE
Vertical
2.25 x 9.25



1/4 PAGE
Vertical
3.5 x 4.5



1/6 PAGE
Vertical
2.25 x 4.5

Rewards Program

Frequent advertisers are eligible for up to 25% back in free advertising loyalty rewards.

Combo Packages

Special rates are available for print and digital packages and conference promotions.

Materials Submission Guidelines

- Advertisements in *American Libraries* should be submitted as a PDF/X-1a file with all fonts embedded, using CMYK graphics of 300 dots per inch.
- Advertisements requiring alterations may be assessed an additional \$50 processing charge.

62% of readers are inspired to take action after seeing **multiple pages of ads** by the same advertiser.

Source: MRI-Simmons, Starch Advertising Research, July 2017-June 2018

AMERICAN LIBRARIES ONLINE



	SIZE	PER MONTH
Billboard	2,000 x 250	\$3,500
Premium Header Leaderboard	728 x 90	\$2,500
Half-Page Vertical	300 x 600	\$2,000
Cube	300 x 250	\$1,000

AMERICAN LIBRARIES DIRECT

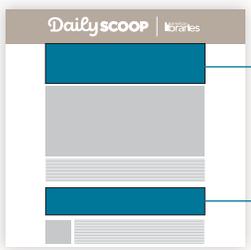


	SIZE	1-5X	6-11X	12X+
Premium Header Banner	600 x 150	\$3,600	\$3,100	\$2,600
Horizontal Banner	500 x 80	\$2,580	\$2,080	\$1,580

Rate per insertion (4 placements)

Exclusive issue sponsorship also available (see p. 5).

DAILY SCOOP



	SIZE	1X	4X+
Premium Header Banner	600 x 150	\$1,250	\$4,000
Horizontal Banner	600 x 100	\$750	\$2,500

Rate per issue

Exclusive issue sponsorship also available (see p. 5).

GENERAL INFORMATION

Copy and Contract Regulations

All advertising is subject to the publisher's approval. The publisher reserves the right to refuse advertising. Advertisers and advertising agencies assume liability for all printed advertising content (text and illustrations) and also assume responsibility for any claims against the publisher resulting from that content. Cancellations are not accepted after the closing dates for space reservations. Covers and special positions are noncancelable.

Commissions

Agency commission is 15% of gross for recognized agencies. Manufacturing charges are noncommissionable. There is no cash discount.

Frequency and Combined Rates

To qualify for frequency rates, contracts are required. Qualification is based on insertions over a 12-month period. Advertisers owned by the same parent company may combine their insertions to earn frequency rates; a master contract is required. Frequency rates can be earned by any combination of insertions in *American Libraries* publications. Special rates may also be earned for the same ad running in a combination of these products.

Payment

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within 30 days of the invoice. Non-US advertisers are required to pay in US currency at the time of each order. Advertisers and agencies share dual liability for payment. Contrary agreements between advertisers and agencies, even if listed on insertion orders, are superseded by this condition of the American Library Association.

Lead Generation

Relevant customer data is provided for one-time follow up only. Data contained in ad statistic reports is provided within the terms of ALA's privacy policy.

Sending Materials

Identify material by name of advertiser, publication, and scheduled issue. Send contracts, insertion orders, materials, and correspondence to: americanlibrariesadvertising@ala.org or *American Libraries*, 50 E. Huron St., Chicago, IL 60611. Phone: 847-367-7120. Fax: 312-337-6787.



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