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 purchasers—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 more than 54,000 members. As ALA’s most-used member benefit, American Libraries supports librarians and library workers with innovative and creative offerings through robust combinations of print and digital content delivery.

Every advertising dollar you spend with American Libraries directly supports ALA and the profession—and is an investment toward the future success of libraries.

May 2021 issue

CIRCULATION

PRINT

54,000
magazine circulation

WEBSITE

56,000
average monthly users

1 million
sessions a year*

3.2 million
pageviews a year*
(267,000 average per month)

SOCIAL MEDIA

96,400
Twitter followers

16,000
average daily
Twitter impressions

17,500
Facebook fans

*1-year period from Sept. 1, 2020 through Aug. 31, 2021

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120
### 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.”

### Where ALA members work**

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public libraries</td>
<td>20,091</td>
</tr>
<tr>
<td>Academic libraries</td>
<td>16,808</td>
</tr>
<tr>
<td>Students</td>
<td>8,157</td>
</tr>
<tr>
<td>Library schools</td>
<td>8,106</td>
</tr>
<tr>
<td>School libraries</td>
<td>6,017</td>
</tr>
<tr>
<td>Retired/not employed</td>
<td>4,829</td>
</tr>
</tbody>
</table>

**Data reflects fiscal year 2021 membership and ALA member demographic analysis as of August 31, 2021.

### 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.**

### 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.

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1 in 4 readers report that they have visited an advertiser’s website after seeing an ad in *American Libraries.*
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 more than 54,000 ALA members.

- Most-used member benefit: 78% of ALA members say they read American Libraries regularly.
- Award-winning design: recipient of the 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 conferences.
- Premium cover positions, advertorials, 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.

American Libraries Online

The American Libraries website delivers digital editions of American Libraries along with hundreds of original stories each year, including coverage of LibLearnX and the ALA Annual Conference and Exhibition. This is the go-to site for information about the profession and breaking news.

- Banner ad and sponsored content opportunities.
- Latest Library Links—stories within the industry and ALA, updated throughout the day.
- Archives of the magazine, podcast, and our weekly e-newsletter, American Libraries Direct.

More advertisers bought ads on magazine websites during the COVID-19 pandemic than in 2019.

The Association of Magazine Media Factbook, 2021
PORTFOLIO OF PRODUCTS

E-NEWSLETTERS

American Libraries Direct

*American Libraries*’ award-winning weekly e-newsletter, delivered to nearly 31,000 library professionals, covers library activities, technology, events, state and federal legislation, and news.

- Average open rate of 30% means more than 9,000 people read each newsletter.
- Delivers every Wednesday, 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 LibLearnX and the ALA Annual Conference and Exhibition in our daily conference e-newsletter.

- Delivered to conference registrants and ALA members every day 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

Call Number with American Libraries

Our half-hour podcast features 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 2019 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.
- Episodes are available and archived on iTunes, SoundCloud, and Spotify and are promoted on the social media channels of American Libraries, Call Number, and ALA.

Sponsoring *American Libraries*’ podcast 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.

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120
CONTENT MARKETING

INTEGRATED MARKETING

Custom Content
Starting at $7,500 for print; $3,500 for digital | Integrate your content marketing alongside our trusted editorial content by showcasing thought leaders, customers, products, or services. Our editorial and design team will do the work. Contact Michael Stack (mstack@ala.org) for details.

- American Libraries will interview your customers or business leaders and highlight the benefits of your company, products, and services.
- A professional editor will create and edit your content, with your final approval of the copy.
- Can be integrated into the issue as an advertorial feature or bound separately.

WEBINARS

American Libraries Live
$5,000 | Be a thought leader, promote your products, and interact directly with engaged librarians by sponsoring a free 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 28,000 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.

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

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120
**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), headline of up to 10 words, product description of up to 50 words, and 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 LibLearnX and the ALA Annual Conference and Exhibition. 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.

**DIGITAL**

**Sponsored Blog Posts**

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

- *American Libraries Direct* posts reach thousands of readers as integrated content in our 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 an image and 400 words for your post on *American Libraries Online*.

**Sponsored Conference Session Coverage**

$5,000 | Get 500 words covering your session, written by an *American Libraries* staff member, posted online during LibLearnX or ALA Annual Conference and Exhibition.

- Posted with the rest of *American Libraries*’ conference coverage on *American Libraries Online*.
- Includes one sponsored session ad spot in the *Daily Scoop* conference e-newsletter to promote your event.

**ON AIR**

**Call Number Podcast**

$750 | Includes up to three 45- to 60-second advertising spots in one episode of *Call Number with American Libraries*, read by the host.

- Exclusive sponsorships for bonus episodes are available.
- To hear a sample ad read by the host, go to bit.ly/ALPodcastAds.

**CONTENT MARKETING**

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120
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 LibLearnX and ALA Annual Conference and Exhibition 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.

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.
- Postings are included in a nightly job alert email for any job seekers who opt in.
- Flat-rate pricing, discounted multi-ad packages, and optional enhanced postings are available for increased visibility.
- Ads are announced through the @ALA_JobLIST Twitter account to more than 26,000 followers.

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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"

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120
EDITORIAL CALENDAR

MAGAZINE

January/February

Preview of LibLearnX: This special issue is a planning tool for conference attendees.

AD CLOSE: Jan. 27 MATERIALS DUE: Feb. 3

March/April

Digital Equity: A special editorial package on how libraries have become even more instrumental in narrowing the digital divide.

AD CLOSE: Mar. 24 MATERIALS DUE: Mar. 31

May


AD CLOSE: Apr. 21 MATERIALS DUE: Apr. 28

June

Preview of ALA Annual Conference and Exhibition: A planning tool for the largest gathering of librarians and library supporters on the planet.

AD CLOSE: June 30 MATERIALS DUE: July 7

July/August (online only)

ALA Annual Conference Wrap-Up: Coverage of programs and exhibit hall news. International Special Feature: Focused on the international community as well as ALA’s global efforts.

AD CLOSE: July 21 MATERIALS DUE: July 28

September/October

Library Design Showcase: The annual facilities showcase spotlights new buildings and the architects and designers behind them.

AD CLOSE: July 21 MATERIALS DUE: July 28

November/December

AD CLOSE: Sept. 22 MATERIALS DUE: Sept. 29

PODCAST

JAN. Medical Libraries
AD COPY DUE: Jan. 3 RELEASE: Jan. 18

FEB. The Love Episode
AD COPY DUE: Feb. 1 RELEASE: Feb. 14

MAR. Digital Equity
AD COPY DUE: Mar. 1 RELEASE: Mar. 14

APR. Personal Finance
AD COPY DUE: Apr. 1 RELEASE: Apr. 18

MAY Mental Health and Wellness
AD COPY DUE: May 2 RELEASE: May 16

JUN. ALA Annual Conference and Exhibition in Washington, D.C.
AD COPY DUE: June 1 RELEASE: June 13

JUL. 100 Years of the Newbery Medal
AD COPY DUE: July 1 RELEASE: July 18

AUG. International Issues
AD COPY DUE: Aug. 1 RELEASE: Aug. 15

SEPT. Architecture and Design
AD COPY DUE: Sept. 1 RELEASE: Sept. 12

OCT. Halloween
AD COPY DUE: Oct. 3 RELEASE: Oct. 17

NOV. TBD
AD COPY DUE: Nov. 1 RELEASE: Nov. 14

DEC. Year in Review Celebrity Interviews
AD COPY DUE: Dec. 1 RELEASE: Dec. 12

BONUS DISTRIBUTION ALA Annual Conference and Exhibition

Episode topics subject to change.

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120

Magazine topics subject to change.
# Rates and Specifications

## American Libraries Magazine

### Rates per insertion

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
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<td>$5,097</td>
<td>$4,943</td>
<td>$4,747</td>
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<td>$4,088</td>
<td>$3,964</td>
<td>$3,807</td>
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<tr>
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<td>$3,455</td>
<td>$3,318</td>
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<td>$2,076</td>
<td>$1,993</td>
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<td>$1,710</td>
<td>$1,642</td>
<td>$1,592</td>
<td>$1,529</td>
<td>$1,367</td>
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</table>

### 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**: 4.5 x 9.25
- **1/2 PAGE**: 3.5 x 9.25
- **1/3 PAGE**: 3.5 x 4.5
- **1/4 PAGE**: 2.25 x 4.5
- **1/6 PAGE**: 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 at 300 dpi.

Advertisements requiring alterations may be assessed an additional $50 processing charge.

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65% of readers take action after seeing a **print magazine ad**.

Source: The Association of Magazine Media Factbook, 2020

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To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120
RATES AND SPECIFICATIONS

AMERICAN LIBRARIES ONLINE

<table>
<thead>
<tr>
<th>SIZE</th>
<th>BILLBOARD</th>
<th>PREMIUM HEADER LEADERBOARD</th>
<th>HALF-PAGE VERTICAL</th>
<th>CUBE</th>
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<tbody>
<tr>
<td>2,000 x 250</td>
<td>$3,500</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$1,250</td>
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</table>

AMERICAN LIBRARIES DIRECT

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1–5X</th>
<th>6–11X</th>
<th>12X+</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM HEADER BANNER</td>
<td>$3,600</td>
<td>$3,100</td>
<td>$2,600</td>
</tr>
<tr>
<td>HORIZONTAL BANNER</td>
<td>$2,580</td>
<td>$2,080</td>
<td>$1,580</td>
</tr>
</tbody>
</table>

Rate per month (4 placements)

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

DAILY SCOOP

<table>
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<tr>
<th>SIZE</th>
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<th>4X+</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREMIUM HEADER BANNER</td>
<td>$1,250</td>
<td>$4,000</td>
</tr>
<tr>
<td>HORIZONTAL BANNER</td>
<td>$750</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

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 any 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, 225 N. Michigan Ave., Suite 1300, Chicago, IL 60601. Phone: 847-367-7120. Fax: 312-337-6787.

To advertise, contact Michael Stack | mstack@ala.org | 847-367-7120