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 51,000 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.

March/April 2023 issue

To advertise, contact Melissa Carr | melcarr@ala.org | 704-491-7789
**WHO WE ARE**

**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.”

**Where ALA members work**

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public libraries</td>
<td>20,134</td>
</tr>
<tr>
<td>Academic libraries</td>
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<tr>
<td>Students</td>
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<tr>
<td>School libraries</td>
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<tr>
<td>Library schools</td>
<td>5,326</td>
</tr>
<tr>
<td>Retired/not employed</td>
<td>4,661</td>
</tr>
</tbody>
</table>

**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.

**Data reflects fiscal year 2022 membership and ALA member demographic analysis as of August 31, 2022.**

Source (this page unless otherwise noted): *American Libraries* 2018 readership survey of more than 1,700 respondents.
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 51,000 ALA members.

- Most-used member benefit: two out of three 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 and commentary.
- Premium cover positions, advertorials, outserts, 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.
- See page 10 for advertising rates.

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 (see page 11 for rates) 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

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E-NEWSLETTERS

American Libraries Direct

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

- Average open rate of 35% means more than 10,000 people read each newsletter.
- Delivers every Wednesday, exclusively to ALA members.
- Banner ads (see page 11 for rates) 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 daily during conference.
- Average open rates of 37%.
- Banner ads (see page 11 for rates) 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.
- Up to three 45- to 60-second advertising spots are available per episode, read on air by the host.

Podcast ads drive an aided brand recall rate of 71%, while 56% of podcast listeners say they pay more attention to ads read by the host, according to a 2022 Nielsen survey

- Exclusive sponsorships for bonus episodes are available. See page 7 for rates.
- 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 Melissa Carr | melcarr@ala.org | 704-491-7789
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 Melissa Carr (melcarr@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.
- Minimum two-month lead time required.

WEBCASTS

American Libraries Live Webinars
$6,000 | 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 your company as an industry leader with roundtable discussions focused on a specific topic.
- 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.

- Target a specific audience by library type, region, or job title.
- Share your company’s message more cost effectively than with a rented email list.
- Receive measurable results including 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 Melissa Carr | melcarr@ala.org | 704-491-7789
PROMOTIONAL E-BLASTS

Product News
$1,250 | Promote your products, services, or equipment in this email delivered monthly to our exclusive list of 28,000 ALA members. Free for print advertisers in concurrent issue.

**SPECs:** Includes a product image (225 x 225), a 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 advertiser booth locations.

**SPECs:** Includes a product image (295 x 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 tens of 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.
- Receive a discount when you promote your *American Libraries Online* sponsored content with a sponsored post in *American Libraries Direct*.

**SPECs:** Includes an image (150 x 100) and 90 words for your post in *American Libraries Direct* or an image (970 x 647) 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 the 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.

PODCAST

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

$4,000 | Sponsor a bonus episode where our team will interview a thought leader or product user of your choice. Includes transcript.

To advertise, contact Melissa Carr | melcarr@ala.org | 704-491-7789
Boost Your Visibility

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

- **NEW!** Bundle *Booklist* and *American Libraries* ads for a unified advertising campaign.
- Inserts (posters, brochures, gatefolds)
- Outserts

Contact Melissa Carr at 704-491-7789 or melcarr@ala.org for rates, availability, and specifications for these premium offerings. Material due dates may vary. Minimum two-month lead time required.

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 85,000–99,000 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 27,000 followers.

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.
# EDITORIAL CALENDAR

## MAGAZINE

### January/February

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

- **AD CLOSE**: Nov. 22
- **MATERIALS DUE**: Dec. 1

### March/April

- **AD CLOSE**: Jan. 19
- **MATERIALS DUE**: Feb. 2

### May


- **AD CLOSE**: Mar. 23
- **MATERIALS DUE**: Mar. 30

### June

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

- **AD CLOSE**: Apr. 20
- **MATERIALS DUE**: Apr. 27

### 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 6
- **MATERIALS DUE**: July 27

### September/October

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

- **AD CLOSE**: July 20
- **MATERIALS DUE**: July 27

### November/December

- **AD CLOSE**: Sept. 21
- **MATERIALS DUE**: Sept. 28

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## PODCAST

### JAN.

- **LibLearnX in New Orleans**
  - **AD COPY DUE**: Jan. 3
  - **RELEASE**: Jan. 17

### FEB.

- **Love**
  - **AD COPY DUE**: Feb. 1
  - **RELEASE**: Feb. 13

### MAR.

- **Pandemic Pivots**
  - **AD COPY DUE**: Mar. 1
  - **RELEASE**: Mar. 13

### APR.

- **Sexual and Reproductive Health Information**
  - **AD COPY DUE**: Apr. 1
  - **RELEASE**: Apr. 17

### MAY

- **Small Business**
  - **AD COPY DUE**: May 1
  - **RELEASE**: May 15

### JUNE

- **ALA Annual Conference and Exhibition in Chicago**
  - **AD COPY DUE**: June 1
  - **RELEASE**: June 12

### JULY

- **Comics and Graphic Novels**
  - **AD COPY DUE**: July 3
  - **RELEASE**: July 17

### AUG.

- **MLIS Students**
  - **AD COPY DUE**: Aug. 1
  - **RELEASE**: Aug. 14

### SEPT.

- **Intellectual Freedom**
  - **AD COPY DUE**: Sept. 1
  - **RELEASE**: Sept. 11

### OCT.

- **Halloween**
  - **AD COPY DUE**: Oct. 2
  - **RELEASE**: Oct. 16

### NOV.

- **TBD**
  - **AD COPY DUE**: Nov. 1
  - **RELEASE**: Nov. 13

### DEC.

- **Year in Review Celebrity Interviews**
  - **AD COPY DUE**: Dec. 1
  - **RELEASE**: Dec. 11

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**Magazine topics subject to change.**

**Episode topics subject to change.**

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**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>
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**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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**RATES AND SPECIFICATIONS**

### AMERICAN LIBRARIES ONLINE

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<th>SIZE</th>
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<tbody>
<tr>
<td>Billboard 2,000 x 250</td>
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<tr>
<td>Premium Header Leaderboard 728 x 90</td>
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<tr>
<td>Half-Page Vertical 300 x 600</td>
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</tr>
<tr>
<td>Cube 300 x 250</td>
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### AMERICAN LIBRARIES DIRECT

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<th>12X+</th>
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</thead>
<tbody>
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<td>$2,600</td>
</tr>
<tr>
<td>Horizontal Banner 600 x 100</td>
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<td>$1,580</td>
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</table>

*Rate per month (4 placements)*

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

### DAILY SCOOP

<table>
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</thead>
<tbody>
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<td>Premium Header Banner 600 x 150</td>
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<td>Horizontal Banner 600 x 100</td>
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<td>$2,500</td>
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</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 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, 225 N. Michigan Ave., Suite 1300, Chicago, IL 60601. Phone: 847-367-7120. Fax: 312-337-6787.

To advertise, contact Melissa Carr | melcarr@ala.org | 704-491-7789