



# american libraries

The magazine of the **American Library Association**

**MEDIA  
PLANNING  
GUIDE 2024**

## WHO WE ARE

**A**merican 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 profes-

sional 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.



### CIRCULATION



PRINT

**51,000**

magazine circulation



WEBSITE

**39,600**

average monthly users

**621,000**

sessions a year\*

**1.7 million**

pageviews a year\*

(139,000 average per month)



SOCIAL MEDIA

**93,100**

X (formerly Twitter)  
followers

**20,800**

Facebook fans

### 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.”

\*1-year period from Aug. 1, 2022 through July 31, 2023

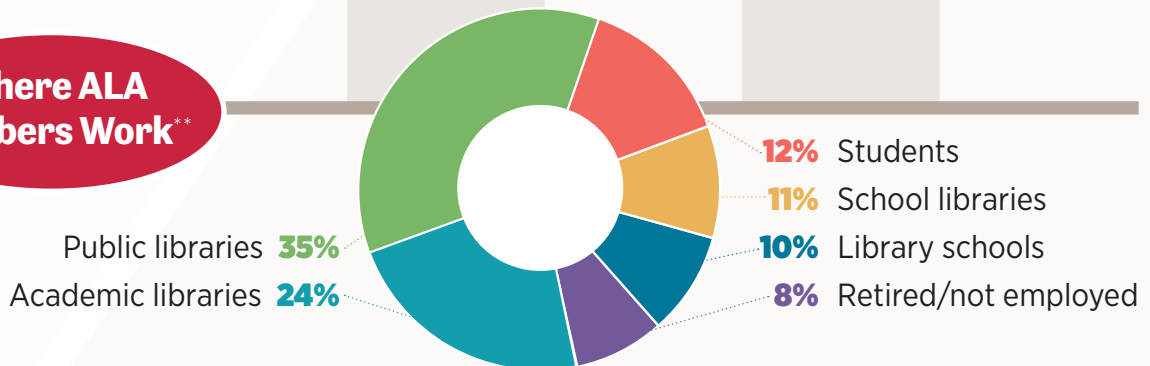
## MEET YOUR ADVERTISING GOALS

No matter your advertising needs, *American Libraries* can help. If you're looking to boost brand visibility, cement your status as an industry-wide thought leader, or reach new leads, we have multiple options to hit your goals and fit your budget.



	Thought Leadership	Lead Generation	Product Promotion	Content Marketing Available
<b>American Libraries</b> magazine (p. 4)	✓		✓	✓
<b>American Libraries Online</b> (p. 4)	✓		✓	✓
<b>AL Direct</b> e-newsletter (p. 5)		✓	✓	✓
<b>Daily Scoop</b> e-newsletter (p. 5)		✓	✓	✓
<b>Call Number with American Libraries</b> podcast (p. 5)	✓		✓	✓
<b>AL Live</b> webinar (p. 6)	✓	✓	✓	
<b>Special Delivery</b> e-blast (p. 6)		✓	✓	
<b>Product News</b> e-blast (p. 7)		✓	✓	
<b>Exhibitor Showcase</b> e-blast (p. 7)		✓	✓	

### Where ALA Members Work\*\*



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

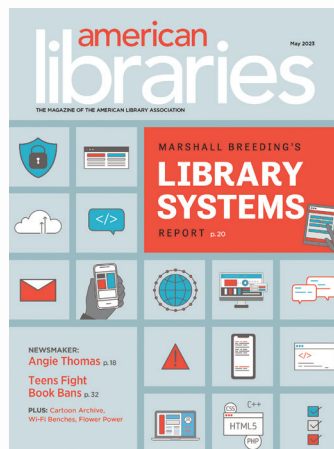
## PORTFOLIO OF PRODUCTS

### 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 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.



### DIGITAL

## 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.
- 139,000 average views per month, with 36,900 average unique visitors.
- 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 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.



”

# 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 | Exclusive Sponsorship**

Be a thought leader, promote your products, and interact directly with engaged librarians by sponsoring a free hour-long webinar.

#### **\$3,000 | Shared Webinar**

Join a roundtable discussions alongside other companies, focused on a specific topic. These hourlong webinars let you set your company apart as an industry leader.

- *AL Live* webinars are promoted in dedicated e-blasts, e-newsletters, and through *American Libraries* social media,
- *AL Live* webinars have drawn as many as 2,000 registrants per episode.

## 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.



“

*American Libraries* has been an incredible marketing partner. Their team is a dream to work with, helping us create a marketing plan that best suits our desired outcomes and budget. We often hear that candidates learn about our program through our *AL* ads. It's wonderful to see the direct return on investment!

UNIVERSITY OF  
**Nebraska**  
Online

”

## 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.

## PREMIUM OFFERINGS

### ▶ 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](mailto: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

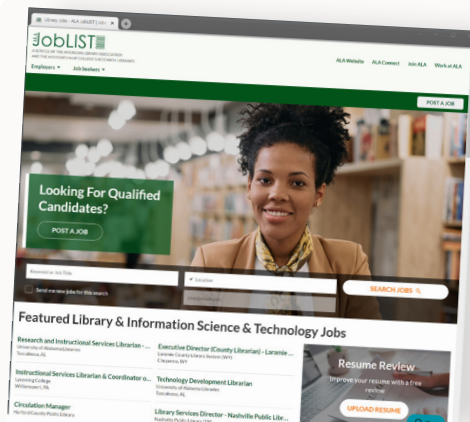
Special position rates are available for Covers 2, 3, and 4 as well as facing Cover 2 or Table of Contents. Section requests or patterned positioning within the same issue are available on a first-come, first-served basis and must be booked in advance. A 10% surcharge will be added to the earned rate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

## 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](http://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 X (formerly Twitter) account to more than 27,700 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 services advertising investment.

**RUTGERS**  
School of Communication  
and Information

”



# EDITORIAL CALENDAR

## MAGAZINE

### January/February

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

AD CLOSE: Nov. 17 MATERIALS DUE: Nov. 29



### March/April

**AI and Libraries:** Institutions look at the benefits, challenges, and ethical considerations presented by generative AI.

AD CLOSE: Jan. 19 MATERIALS DUE: Jan. 31

**BONUS DISTRIBUTION**  
PLA 2024  
Conference



### May

**Library Systems Report:** An extensive review of library systems vendors by Marshall Breeding.

AD CLOSE: Mar. 15 MATERIALS DUE: Mar. 27

### 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. 19 MATERIALS DUE: May 1

**BONUS DISTRIBUTION**  
ALA Annual  
Conference and  
Exhibition

### 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 8 MATERIALS DUE: July 17

### September/October

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

AD CLOSE: July 19 MATERIALS DUE: July 31

### November/December

AD CLOSE: Sept. 13 MATERIALS DUE: Sept. 25



Magazine topics subject to change.

## PODCAST

**JAN.** LibLearnX in Baltimore  
AD COPY DUE: Jan. 2 RELEASE: Jan. 16

**FEB.** Sports  
AD COPY DUE: Feb. 1 RELEASE: Feb. 12

**MAR.** Artificial Intelligence  
AD COPY DUE: Mar. 1 RELEASE: Mar. 11

**APR.** Preservation Week  
AD COPY DUE: Apr. 1 RELEASE: Apr. 15

**MAY** Climate Change/  
Sustainability  
AD COPY DUE: May 1 RELEASE: May 13

**JUNE** ALA Annual Conference  
and Exhibition in San Diego  
AD COPY DUE: June 3 RELEASE: June 17

**JULY** TBD  
AD COPY DUE: July 1 RELEASE: July 15

**AUG.** TBD  
AD COPY DUE: Aug. 1 RELEASE: Aug. 12

**SEPT.** Intellectual Freedom  
AD COPY DUE: Sept. 3 RELEASE: Sept. 16

**OCT.** Halloween  
AD COPY DUE: Oct. 1 RELEASE: Oct. 15

**NOV.** TBD  
AD COPY DUE: Nov. 1 RELEASE: Nov. 11

**DEC.** Year in Review  
Celebrity Interviews  
AD COPY DUE: Dec. 2 RELEASE: Dec. 16

For advertising information, visit [ala.org](http://ala.org).

# 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

### Combo Packages

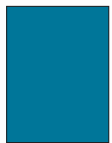
Special rates are available for print and digital packages and conference promotions.

### 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.

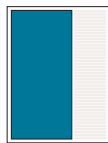
### Ad sizes (w x h in inches)



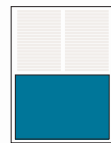
**FULL PAGE**  
8.125 x 10.75  
*includes 0.125" bleed*

**TRIM SIZE:**  
7.875 x 10.5

**VITAL MATTER:**  
7.125 x 9.75



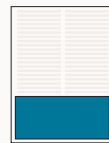
**2/3 PAGE**  
Vertical  
4.5 x 9.25



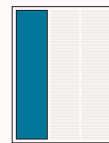
**1/2 PAGE**  
Horizontal  
7 x 4.5



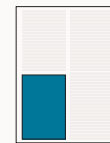
**1/2 PAGE**  
Vertical  
3.5 x 9.25



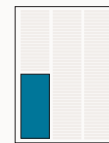
**1/3 PAGE**  
Horizontal  
7 x 3



**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

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

Source: The Association of Magazine Media Factbook, 2020


# RATES AND SPECIFICATIONS

## 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	\$1,250

## AMERICAN LIBRARIES DIRECT




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

*Rate per month (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. Ad placements may be rescheduled to a date no more than six months after the original reservation.

### 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](mailto:americanlibrariesadvertising@ala.org) or *American Libraries*, 225 N. Michigan Ave., Suite 1300, Chicago, IL 60601. Phone: 847-367-7120. Fax: 312-337-6787.



**Sanhita SinhaRoy**  
 Editor and Publisher  
 312-280-4219  
 ssinharoy@ala.org



**Terra Dankowski**  
 Managing Editor  
 312-280-5282  
 tdankowski@ala.org



**Megan Bennett**  
 Associate Editor  
 312-280-4213  
 mbennett@ala.org



**Diana Panuncial**  
 Associate Editor  
 312-280-4218  
 dpanuncial@ala.org



**Rebecca Lomax**  
 Art Director  
 312-280-4217  
 rlomax@ala.org



**Carrie Smith**  
 Editorial and  
 Advertising Associate  
 312-280-4216  
 casmith@ala.org



**Melissa Carr**  
 National Sales  
 Manager  
 704-491-7789  
 melcarr@ala.org

**ALA** American  
 Library  
 Association

225 N. Michigan Ave., Suite 1300  
 Chicago, IL 60601 | 800-545-2433  
 americanlibraries.org