



american libraries

The magazine of the **American Library Association**

**MEDIA
PLANNING
GUIDE 2025**

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 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

38,300

average monthly users

621,000

average monthly sessions*



SOCIAL MEDIA

91,900

X followers

21,000

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."

*From Aug. 23, 2023 through May 23, 2024

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 |
|---|--------------------|-----------------|-------------------|-----------------------------|
| American Libraries magazine (p. 4) | ✓ | | ✓ | ✓ |
| American Libraries Online (p. 4) | ✓ | | ✓ | ✓ |
| AL Direct e-newsletter (p. 5) | | ✓ | ✓ | ✓ |
| Daily Scoop e-newsletter (p. 5) | | ✓ | ✓ | ✓ |
| Call Number with American Libraries podcast (p. 5) | ✓ | | ✓ | ✓ |
| AL Live webinar (p. 6) | ✓ | ✓ | ✓ | |
| Special Delivery e-blast (p. 6) | | ✓ | ✓ | |
| Product News e-blast (p. 7) | | ✓ | ✓ | |
| Exhibitor Showcase e-blast (p. 7) | | ✓ | ✓ | |

Where ALA Members Work**

Public libraries **35%**
Academic libraries **24%**



12% Students
11% School libraries
10% Library schools
8% Retired/not employed

**Data reflects fiscal year 2023 membership and ALA member demographic analysis as of August 31, 2023.

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 our ad reps (see back cover) 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.

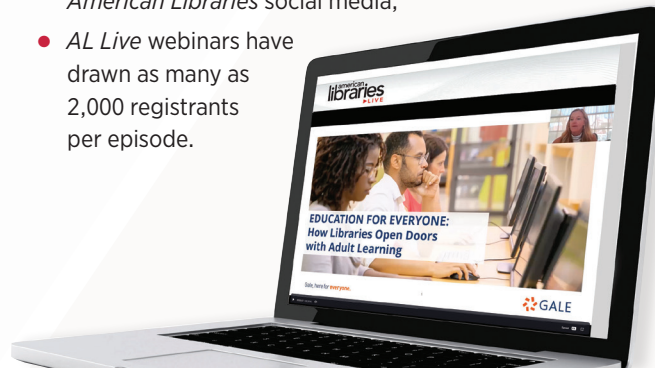
TARGETED E-BLASTS

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

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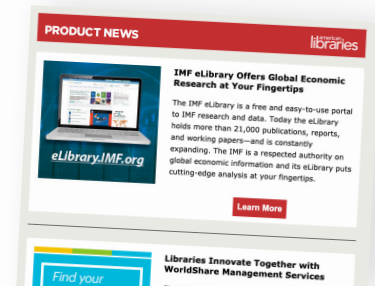
CONTENT MARKETING

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 × 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 × 330), a headline of up to 10 words, your website address, a product description of up to 50 words, and your booth number.

DIGITAL

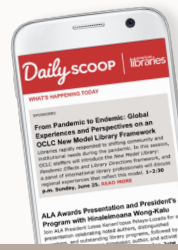
Sponsored Posts

\$2,500 | American Libraries Online posts appear on our homepage, are promoted on social media, and remain searchable in our archives.

\$1,500 | *American Libraries Direct* posts reach tens of thousands of readers as integrated content in our weekly e-newsletter.

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 × 100) and 90 words for your post in *American Libraries Direct* or an image (970 × 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 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

\$900 | 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:

- Inserts (posters, brochures, gatefolds)
- Outserts

Contact our ad reps (see back cover) 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.

▶ *American Libraries* and *Booklist* Bundles

New for 2025, our partnership with *Booklist* allows you to reach a targeted and engaged audience of collection development professionals.

As the official review publication of ALA, *Booklist* is a leading force in book discovery for librarians and decision makers, linking library and education professionals to the essential books and resources that enhance their communities.

Greater impact, wider audience:

- Reach ALA members and *Booklist's* targeted subscriber base
- Bundle print, eblasts, newsletters, and social for exclusive discounts



“

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

”

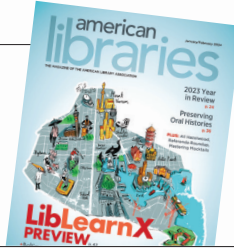
EDITORIAL CALENDAR

MAGAZINE

January/February

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

AD CLOSE: Nov. 15 MATERIALS DUE: Nov. 25



March/April

Sustainability and Libraries: A special issue exploring sustainability as a core value of librarianship, including the programs and practices institutions are adopting to achieve climate resiliency, economic stability, and social justice.

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



May

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

AD CLOSE: Mar. 7 MATERIALS DUE: Mar. 19

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. 18 MATERIALS DUE: Apr. 30

BONUS DISTRIBUTION
ALA Annual Conference and Exhibition

July/August (online only)

ALA Annual Conference Wrap-Up: Coverage of programs and exhibit hall news.

AD CLOSE: July 3 MATERIALS DUE: July 16

September/October

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

AD CLOSE: July 18 MATERIALS DUE: July 30

November/December

AD CLOSE: Sept. 18 MATERIALS DUE: Oct. 2



Magazine topics subject to change.

PODCAST

JAN. I Love My Librarian Awards

AD COPY DUE: Jan. 2 RELEASE: Jan. 13

FEB. Advocacy

AD COPY DUE: Feb. 3 RELEASE: Feb. 18

MAR. Job Hunting

AD COPY DUE: Mar. 3 RELEASE: Mar. 17

APR. TBD

AD COPY DUE: Apr. 1 RELEASE: Apr. 14

MAY Mentorship

AD COPY DUE: May 1 RELEASE: May 12

JUNE ALA Annual Conference and Exhibition in Philadelphia

AD COPY DUE: June 2 RELEASE: June 16

JULY Top Tech Trends

AD COPY DUE: July 1 RELEASE: July 14

AUG. TBD

AD COPY DUE: Aug. 1 RELEASE: Aug. 11

SEPT. Fashion

AD COPY DUE: Sept. 1 RELEASE: Sept. 15

OCT. Halloween

AD COPY DUE: Oct. 1 RELEASE: Oct. 14

NOV. TBD

AD COPY DUE: Nov. 3 RELEASE: Nov. 17

DEC. Year in Review
Celebrity Interviews

AD COPY DUE: Dec. 1 RELEASE: Dec. 15

Episode topics subject to change.

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

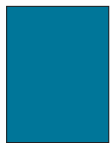
Special rates are available for print and digital packages and conference promotions.

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.

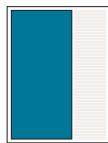
Ad sizes (w x h in inches)



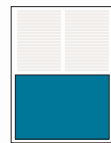
FULL PAGE
8.125 x 10.75
includes 0.125" bleed

TRIM SIZE:
7.875 x 10.5

VITAL MATTER:
7.125 x 9.75



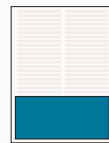
2/3 PAGE
Vertical
4.5 x 9.25



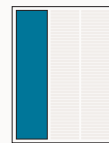
1/2 PAGE
Horizontal
7 x 4.5



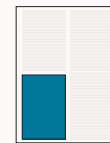
1/2 PAGE
Vertical
3.5 x 9.25



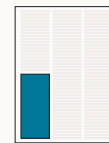
1/3 PAGE
Horizontal
7 x 3



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

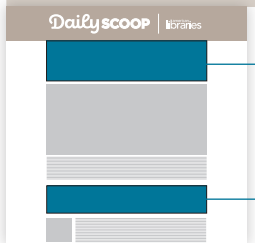


| | SIZE | 1-5X | 6-11X | 12X+ |
|-----------------------|-----------|---------|---------|---------|
| Premium Header Banner | 600 x 150 | \$3,600 | \$3,100 | \$2,600 |
| Horizontal Banner | 600 x 100 | \$2,580 | \$2,080 | \$1,580 |

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



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