



american libraries

The magazine of the **American Library Association**

**MEDIA
PLANNING
GUIDE 2026**

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 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 nearly 50,000 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.

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."

CIRCULATION



PRINT

47,000

magazine circulation



WEBSITE

39,300

average monthly users

52,600

average monthly sessions*



SOCIAL MEDIA

87,000

X followers

20,700

Facebook fans

*From Jan. 1 through Aug. 31, 2025

MEET YOUR ADVERTISING GOALS

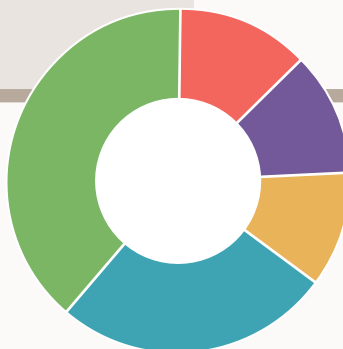
No matter your advertising needs, *American Libraries* can help. If you're looking to boost brand visibility, cement your status as an industry-wide thought leader, or reach new leads, we have multiple options to hit your goals and fit your budget.



	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)		✓	✓	✓
AL Live webinar (p. 6)	✓	✓	✓	
Special Delivery e-blast (p. 7)		✓	✓	✓
Solutions Digest e-blast (p. 7)		✓	✓	
Exhibitor Showcase e-blast (p. 7)		✓	✓	

Where ALA Members Work**

Public libraries **40%**
Academic libraries **27%**



13% Students
12% Library schools
11% School libraries

**Data reflects fiscal year 2025 membership and ALA member demographic analysis as of August 31, 2025. Numbers don't equal 100 due to overlap.

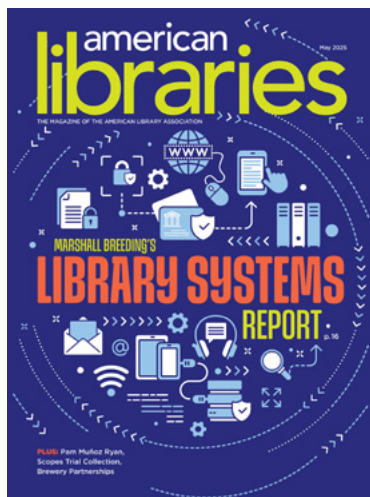
PORTFOLIO OF PRODUCTS

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 nearly 50,000 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.
- Advertorials (see p. 6) or premium cover positions and inserts (see p. 8) available for increased ad visibility.
- Print advertisers receive free placement in the monthly Solutions Digest e-blast to ALA members.
- Digital issue archives on our website include all original ads and the option to embed video.
- See p. 10 for advertising rates.



DIGITAL

American Libraries Online

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

- Banner ad (see p. 11 for rates) and sponsored content opportunities.
- 52,600 average monthly sessions, with 39,300 average monthly visitors.
- Archives of the magazine, podcast, and our weekly e-newsletter, *American Libraries Direct*.



PORTFOLIO OF PRODUCTS

E-NEWSLETTERS

American Libraries Direct

American Libraries' award-winning weekly e-newsletter, delivered to 28,000 library professionals, covers library activities, technology, events, state and federal legislation, and news.

- Average open rate of 32% means 9,000 people read each newsletter.
- Delivers every Wednesday, exclusively to ALA members.
- Banner ads (see p. 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 the ALA Annual Conference and Exhibition in our daily conference e-newsletter.

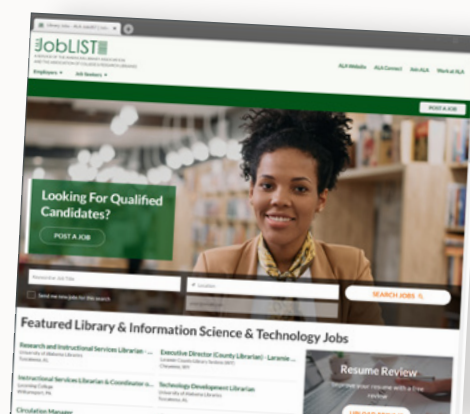
- Delivered to conference registrants and ALA members daily during conference.
- Average open rates of 36%.
- Banner ads (see p. 11 for rates) and exclusive sponsorships available.
- Highlight your session or event in the What's Happening Today section.

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 more than 50,000 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 announced through @ALA_JobLIST to more than 26,000 followers on X.



87% of US adults—including an engaged audience of young and diverse consumers—have **read a magazine** in the last six months.

News/Media Alliance's 2023 Market Report

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 three-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 hourlong webinar.

\$3,000 | Shared Webinar Join a roundtable discussions alongside other presenters, 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.
- Receive lead information, including custom registration fields.



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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

DIGITAL

Sponsored Posts

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

\$1,600 | **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 x 100 pixels) and 90 words for your post in *American Libraries Direct* or an image (970 x 647 pixels) and 400 words for your post on American Libraries Online.

Sponsored Conference Session Coverage

\$5,000 | Your conference session will receive a 500-word write-up by an *American Libraries* staff member that will be 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.



TARGETED E-BLASTS

Special Delivery

\$2,500–\$4,500 | Communicate your unique advertorial message to 27,000 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.

PROMOTIONAL E-BLASTS

Solutions Digest

\$1,250 | Promote your products, services, or equipment in this email delivered monthly to our exclusive list of 27,000 ALA members. Free for print advertisers in concurrent issue.

SPECS: Includes a product image (225 x 225 pixels), 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 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 pixels), a headline of up to 10 words, your website address, a product description of up to 50 words, and your booth number.

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)
- Special positions (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.

Contact our ad reps (see back cover) for rates, availability, and specifications for these premium offerings. Material due dates may vary.

► *American Libraries* and *Booklist* Bundles



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, e-blasts, newsletters, and social for exclusive discounts.

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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

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EDITORIAL CALENDAR

JANUARY/FEBRUARY

2025 Year in Review: A look back at the news that affected libraries and the profession

AD CLOSE: Nov. 14 MATERIALS DUE: Nov. 25

MARCH/APRIL

Cover Story: TBD

AD CLOSE: Jan. 16 MATERIALS DUE: Jan. 29

MAY

Special Issue: A celebration of ALA's 150th Anniversary

AD CLOSE: Mar. 13 MATERIALS DUE: Apr. 2



JUNE/JULY/AUGUST

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. 17 MATERIALS DUE: Apr. 30

SEPTEMBER/OCTOBER

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

AD CLOSE: July 17 MATERIALS DUE: July 30

NOVEMBER/DECEMBER

Cover Story: TBD

AD CLOSE: Sept. 18 MATERIALS DUE: Oct. 1

Magazine topics subject to change.



► Special Recognition

New in 2026, a special section to recognize advertising leaders whose significant investment help makes this publication possible.

NEW

To honor their commitment, *American Libraries* will dedicate a page in the January/February issue to highlight advertisers at three levels of investment—Platinum, Gold, and Silver.

Their partnership not only brings readers information about products and services for today's libraries but also fuels the mission of the Association.



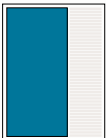
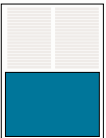
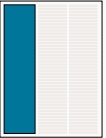
RATES AND SPECIFICATIONS

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

Ad sizes (w x h in inches)

FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
			
8.125 x 10.75 <i>includes 0.125" bleed</i>	Vertical 4.5 x 9.25	Horizontal 7 x 4.5	Horizontal 7 x 3
TRIM SIZE: 7.875 x 10.5			
VITAL MATTER: 7.125 x 9.75		Vertical 3.5 x 9.25	Vertical 2.25 x 9.25

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.

Nearly eight in 10 magazine readers who see an ad
in a magazine **take an action** as a result.

News/Media Alliance's 2023 Market Report

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

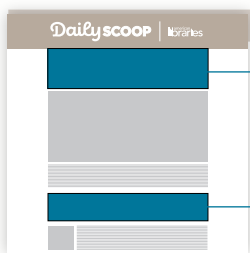


	SIZE	1-5X	6-11X	12X+
Premium Header Banner	600 x 150	\$4,000	\$3,500	\$3,000
Horizontal Banner	600 x 100	\$2,600	\$2,100	\$1,600

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.

CONTACT

EDITOR AND PUBLISHER

Sanhita SinhaRoy
312-280-4219
ssinharoy@ala.org

MANAGING EDITOR

Terra Dankowski
312-280-5282
tdankowski@ala.org

SENIOR EDITOR

Greg Landgraf
312-280-4218
glandgraf@ala.org

ADVERTISING

Melissa Carr
704-491-7789
melcarr@ala.org
US East, South, West,
International

Ryan King
773-414-9292
rking@rkmediaadv.com
US Midwest
(IL, IN, MI, WI)

EDITORIAL AND ADVERTISING SPECIALIST

Carrie Smith
312-280-4216
casmith@ala.org

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