Knowledge Quest (KQ) is the vehicle for school librarians to transform learning. KQ offers substantive articles on school library practice, as well as breaking news, inspired blogs, and passionate conversations, developing insightful professionals and stronger communities. KQ is the go-to source for all things school library and education related.

KQ readers include school librarians and educators in elementary and secondary schools. KQ readers provide reference service, reading guidance, instruction in informational retrieval skills, and access to the Internet and other electronic resources. They collaboratively plan instructional units with teachers in elementary and secondary public and nonpublic schools. Their roles include:

- School Librarian
- Teacher Librarian
- Educator of School Librarians
- District Supervisor
- State-Level Director

DEMOGRAPHICS

87% of KQ readers have their master’s degree

78% of KQ readers consider KQ essential professional reading.

KQ PRINT READERSHIP

7,000 members & 150 subscribers

Readership includes:

- 22% elementary school librarians
- 14% middle school librarians
- 23% high school librarians
- 12% combined grade-level school librarians
- 6% supervisors
- 6% school library educators
- 2% school library students
- 7% retired school librarians

KQ WEB VISITORS

knowledgequest.aasl.org

848,000+ visits

1,000+ average visits per day (as of April 2018)
Knowledge Quest is the official publication of the American Association of School Librarians, a division of the American Library Association. KQ is devoted to offering substantive information to assist building-level school librarians, supervisors, library educators, and other decision makers concerned with the development of school library programs and services. Articles address the integration of theory and practice in school librarianship and new developments in education, learning theory, and relevant disciplines.

Knowledge Quest is published five times a year.

knowledgequest.aasl.org

The Knowledge Quest website serves as a companion piece to the print publication. The site is the vehicle for school librarians to transform learning. KQ offers breaking news, inspired blogs, and passionate conversations, developing insightful professionals and stronger communities. AASL members, school librarians, and educators have made KQ their go-to site for all things school library and education related.

New blog posts/news stories are posted daily.
KQ EXPRESS

KQ Express is the official e-newsletter of the American Association of School Librarians, a division of the American Library Association. KQ Express delivers brief summaries with links to more in-depth content, previews of upcoming association activities and continuing education programs, news from AASL, valuable Web resources, highlights of new products and services, summaries of new articles from AASL’s print and online journals, and more.

KQ EXPRESS is distributed to AASL members twice a month.

KQ PRODUCT E-MAIL

KQ Product E-mail is an exclusive standalone e-mail that lets you communicate with AASL’s 7,000 members. It allows you to customize your message to AASL members.

KQ Product E-mail is distributed once a month.
### 2018–2019 Editorial Calendar

#### September 2018

**Print**
*September/October KQ | Media Literacy*
- Reservations: July 10, 2018
- Materials Due: Aug. 10, 2018

**E-mails**
*KQ Express*
- Distributed: Sept. 4, 2018, and Sept. 17, 2018
- Reservations: Aug. 20, 2018, and Sept. 4, 2018
- Materials Due: Aug. 27, 2018, and Sept. 10, 2018

*KQ Product E-mail*
- Distributed: Sept. 24, 2018
- Reservations: Sept. 10, 2018
- Materials Due: Sept. 17, 2018

#### October 2018

**E-mails**
*KQ Express*
- Distributed: Oct. 1, 2018, and Oct. 15, 2018
- Reservations: Sept. 17, 2018, and Oct. 1, 2018
- Materials Due: Sept. 24, 2018, and Oct. 8, 2018

*KQ Product E-mail*
- Distributed: Oct. 22, 2018
- Reservations: Oct. 8, 2018
- Materials Due: Oct. 15, 2018

#### November 2018

**Print**
*November/December KQ | AASL National School Library Standards*
- Reservations: Sept. 4, 2018
- Materials Due: Oct. 5, 2018

**Bonus Distribution:** ALA Midwinter Meeting, Seattle, WA, January 25–29, 2019

**E-mails**
*KQ Express*
- Distributed: Nov. 5, 2018, and Nov. 19, 2018
- Reservations: Oct. 22, 2018, and Nov. 5, 2018
- Materials Due: Oct. 29, 2018, and Nov. 12, 2018

*KQ Product E-mail*
- Distributed: Nov. 26, 2018
- Reservations: Nov. 12, 2018
- Materials Due: Nov. 19, 2018

#### December 2018

**E-mails**
*KQ Express*
- Distributed: Dec. 3, 2018, and Dec. 17, 2018
- Reservations: Nov. 19, 2018, and Dec. 3, 2018
- Materials Due: Nov. 26, 2018, and Dec. 10, 2018

*KQ Product E-mail*
- Distributed: Dec. 26, 2018
- Reservations: Dec. 10, 2018
- Materials Due: Dec. 17, 2018

#### January 2019

**Print**
*January/February KQ | School Library Assessment/Evaluation*
- Reservations: Oct. 26, 2018
- Materials Due: Nov. 26, 2018

**E-mails**
*KQ Express*
- Distributed: Jan. 7, 2019, and Jan. 21, 2019
- Reservations: Dec. 26, 2018, and Jan. 7, 2019
- Materials Due: Dec. 31, 2018, and Jan. 14, 2019

*KQ Product E-mail*
- Distributed: Jan. 28, 2019
- Reservations: Jan. 14, 2019
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2018–2019 AD RATES AND SPECS

KQ PRINT ADVERTISING

CIRCULATION (as of April 9, 2018)
AASL Members 6,873
Subscribers 123
Non-paid 125
TOTAL 7,121

CLOSING AND RELEASE DATES

RESERVATIONS DEADLINE ARTWORK DEADLINE RELEASE DATE
SEPT/OCT 2018 July 10, 2018 Aug. 10, 2018 Aug. 31, 2018
NOV/DEC 2018 Sept. 4, 2018 Oct. 5, 2018 Nov. 1, 2018
JAN/FEB 2019 Oct. 26, 2018 Nov. 26, 2018 Dec. 27, 2018
MAY/JUNE 2019 Mar. 1, 2019 Apr. 1, 2019 May 2, 2019

PAGE RATES

BLACK/WHITE 1x 3x 5x
Full page $830 $790 $745
2/3 page $665 $630 $600
t/2 page $500 $475 $450
t/3 page $415 $395 $375
t/4 page $330 $315 $300
t/6 page $250 $240 $225

4-COLOR 1x 3x 5x
Full page $1,480 $1,440 $1,395
2/3 page $1,315 $1,280 $1,250
t/2 page $1,150 $1,125 $1,100
t/3 page $1,065 $1,045 $1,025
t/4 page $980 $965 $950
t/6 page $900 $890 $875
Add 10% to quoted rates for specific placements.

PREMIUM POSITIONS

1x 3x 5x
Cover 2 $1,690 $1,640 $1,585
Cover 3 $1,645 $1,595 $1,545
Cover 4 $1,730 $1,675 $1,620
t–9 (4/C) $1,565 $1,520 $1,475
t–9 (B/W) $915 $870 $825
Note: cover positions include 4–color process.

4-COLOR 1x 3x 5x
Full page $1,480 $1,440 $1,395
2/3 page $1,315 $1,280 $1,250
t/2 page $1,150 $1,125 $1,100
t/3 page $1,065 $1,045 $1,025
t/4 page $980 $965 $950
t/6 page $900 $890 $875
Add 10% to quoted rates for specific placements.

ARTWORK SPECS

Ads must be supplied in PDF format, at a resolution of 300 dpi, with all fonts embedded. If using Adobe InDesign, please export using the preset “PDFX4 2008” (or “PDFX1a 2001” if not available). Otherwise, export using the Press Quality preset or use a commercial printer’s Custom Job Settings.

- Use CMYK for color ads and Grayscale for one-color ads.
- If ads are submitted using RGB color space, unexpected color changes may occur.
- Make sure registration marks are ON (for full-page ads) and page positioning is centered.
- Set bleed on full-page ads to .125”.
- If you want your fractional ad to have a rule around it, please supply one. Otherwise, one may not appear.
- When sending the ads via e-mail, make the subject line: journal, month/season, year (i.e. Knowledge Quest May/ Jun 2014) and send the files to your corresponding ad rep.

机械规格

空间宽度x深度（英寸）

全页 7”x9.25”*
2/3页 4.583”x9.25”
t/2页 4.583”x7”
t/3页 2.167”x9.25”
t/3页水平 7”x2.75”
t/4页 4.583”x4.5”
t/6页垂直 2.167”x4.5”

*全页出血广告接受：8”x10.5”plus .125” bleed in all margins.

 Hopefully, this transcription provides a clear representation of the document's content in plain text format.
KNOWLEDGE QUEST WEBSITE

KQ PRODUCT E-MAIL
This exclusive standalone e-mail lets you communicate with AASL’s 7,000+ members.

- This unique advertorial message allows you to customize your message to AASL members.
- It includes a headline, up to 500 words of copy, up to five images, and up to five live links.
- Maximum of one KQ Product E-mail per month on a first-come basis.

RATE
$1,500 net per email

CLOSING AND RELEASE DATES

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SPECIAL AD PACKAGES AVAILABLE
Looking to get more bang for your buck or get your message out via multiple KQ media vehicles? Special ad packages are available upon request! Contact Meg Featheringham at (312) 280-1396 or e-mail mfeatheringham@ala.org for more information.

ADVERTISING CONTACT
To advertise in AASL’s Knowledge Quest vehicles, please contact:

Meg Featheringham
American Association of School Librarians
50 E. Huron Street, Chicago, IL 60611

ph: (312) 280-1396
e: mfeatheringham@ala.org
There is no alternative to stretch your marketing dollars further or last longer.

The AASL sponsorship and recognition program is designed to highlight those vendor partners who support the work of the organization and the school librarians we serve. An AASL National Conference sponsorship will enhance attendees’ conference experience and help underwrite AASL’s expenses, while increasing your company’s presence, networking opportunities, and impression with customers.

For more information or to discuss sponsorship opportunities, please contact Allison Cline at 312-280-4385 or acline@ala.org.
Act now to build relationships with professionals at the heart of leading 21st-century skill development in their schools, districts, and states.

With an increased focus on college and career readiness, inquiry learning, and research skills, the school librarian reaches far beyond the walls of the library, collaborating with teachers and administrators, facilitating remote and virtual resources for students, and drawing in parents and the community.

The American Association of School Librarians (AASL) is the only national organization focused on school librarians and school library programs. AASL empowers leaders to transform teaching and learning. Taking advantage of the opportunities listed in this media kit not only offers a competitive edge for your company but also supports the vital work of AASL throughout the year.

AASL is a not-for-profit organization representing more than 7,000 school librarians, 45 state-level affiliated organizations, 3 specialty sections (Educators of School Librarians, Independent Schools, and Supervisors), and special interest groups.
The American Association of School Librarians empowers leaders to transform teaching and learning.