



Association of College & Research Libraries
A division of the American Library Association

*Advancing learning
Transforming scholarship*

2018
-2019

RECASTING
THE
NARRATIVE

CLEVELAND
OHIO

APRIL 10-13,
2019

MEDIA PLANNING GUIDE

OUR MISSION

The **Association of College & Research Libraries (ACRL)** is the higher education association for librarians. Founded in 1940, ACRL is committed to advancing learning and transforming scholarship. ACRL develops programs, products and services to help academic and research librarians learn, innovate and lead within the academic community.

As a major publisher in the profession, ACRL provides critical information, research, and guidelines and standards for academic and research librarians. Through a variety of channels, the ACRL brand platform reaches more than 11,000 academic and research librarians working in all types of postsecondary institutions from community colleges and four-year schools to comprehensive and research universities in the United States and abroad.

BRAND OVERVIEW

College & Research Libraries News (C&RL News), the print and open access publication covers news, short articles on innovative services and practices, and topics ranging from technology to scholarly communication. Featuring announcements of new appointments and job ads, it is a must-read for association members.

READER PROFILE

	Current Members	Market Penetration	Average Materials Expenditure
University (large research/ doctoral granting)	49%	37.9%	\$6,471,262
Comprehensive (undergraduate/ graduate)	27%	42.5%	\$769,265
Four-year/ baccalaureate	13%	50.1%	\$509,643
Two-year/technical	11%	20.6%	\$143,254

C&RL News Circulation:
11,000

C&RL News Online

- 28,000 Monthly User Visits
- 84,265 Monthly Page Views

C&RL Online

- 22,000 Monthly User Visits
- 139,379 Monthly Page Views

RBM Circulation: 350

RBM Online

- 2,500 Monthly User Visits
- 7,300 Monthly Page Views

ACRL Facebook: 7,069 as of August 2018

ACRL Twitter: 18,788 as of August 2018

College & Research Libraries

(C&RL) is the top-ranked peer reviewed journal in library science. As an online only, open access journal, it reaches far beyond the member community. Published six times a year, articles explore a broad scope of topics, such as improving user outreach, analyzing eBook packages, studying how policies are implemented across many libraries, and using technology to improve services.

AUDIENCE

University Library	64%
College Library	10%
Independent Research Library	5%
Public/Private Library	5%
Museum	4%
Historical Society	2%
Special Collection Librarian	13%
Department Head for Special Collections ...	12%
Rare Book Cataloger	11%
Archivist	8%

C&RL NEWS EDITORIAL CALENDAR

SEPTEMBER 2018

- ACRL at ALA Annual Conference
- ACRL Annual Conference Board of Directors Actions
- Call for ACRL Award Nominations
- Scholarly Communication - community owned infrastructure
- Perspectives on the Framework - Applying the framework as a reflective tool: A teacher learner perspective
- C&RL Spotlight
- ACRL 2019 – Introduction to Cleveland

OCTOBER 2018

- Scholarly Communication - ACRL President column
- Internet Resources – Fashion Industry
- ACRL 2019 - Social Justice and history

NOVEMBER 2018

- Scholarly Communication - Copyright
- Perspectives on the Framework - Using reference sources to teach the ACRL Framework
- International Insights
- ACRL 2019 - Arts, Culture, & Sports
- C&RL Spotlight

DECEMBER 2018

- ACRL Annual Report 2017–2018
- Scholarly Communication - ALA Annual SPARC/ACRL Forum
- Internet Resources
- Perspectives on the Framework
- Distributed at ALA Midwinter Meeting
- Midwinter Meeting cover

JANUARY 2019

- ACRL Candidates for 2019
- Scholarly Communication - Multi-lingual Open Access
- Internet Resources
- ACRL 2019 – Area libraries
- Perspectives on the Framework
- C&RL Spotlight
- Distributed at ALA Midwinter Meeting

FEBRUARY 2019

- Candidates for ACRL Vice-President/President-Elect
- Scholarly Communication - Review of library publishing toolkits
- International Insights
- Internet Resources
- ACRL 2019 - Dining

MARCH 2019

- Academic/Research Librarian of the Year and Other ACRL Awards
- Scholarly Communication - Digital Humanities
- Perspectives on the Framework
- Candidates for ALA President
- Internet Resources
- C&RL Spotlight
- Librarian of the Year cover
- ACRL Midwinter Meeting Board of Directors Actions

APRIL 2019

- ACRL Awards, 2nd installment
- Scholarly Communication
- Internet Resources

MAY 2019

- Scholarly Communication - ALA Midwinter SPARC Forum
- ALA Annual Conference Information
- International Insights
- Perspectives on the Framework
- Distributed at Annual Conference
- Annual Conference cover
- C&RL Spotlight

JUNE 2019

- ACRL Election Results
- Scholarly Communication - assessment
- Internet Resources
- Distributed at Annual Conference

JULY/AUGUST 2019

- Scholarly Communication
- Perspectives on the Framework
- Internet Resources
- C&RL Spotlight

MARKETING PRODUCTS AND SERVICES

TARGETED E-MAIL

Incorporate an e-Blast into your marketing plan and send an exclusive, tailored e-mail message to your target audience.

ACRL E-BLAST

- Distribution: **6,700**
- Average Open Rate: **25%**
- Average Click-thru Rate: **5%**

RBM E-BLASTS

- Distribution: **1,200**
- Average Open Rate: **35%**
- Average Click-thru Rate: **10%**

NEWSLETTERS

ACRL Update: bi-monthly news keeps you informed about ACRL initiatives, professional development opportunities, publications, and other items of interest in the academic and higher education community.

Keeping Up With: a current awareness publication featuring a concise executive summary of an emerging area of practice, trend or other key topic in academic librarianship and higher education. A single issue includes an introduction to the topic and summaries of key points, including implications for academic libraries.

- Distribution: **14,000**
- Average Open Rate: **27%**
- Average Click-thru rate: **5%**

TABLE OF CONTENTS ALERT (E-TOC)

A monthly alert indicating a new issue release that includes the Table of Contents with a link to the new issue.

- Distribution: **15,000**
- Average Open Rate: **28%**
- Average Click-thru rate: **5%**

SITE ADS

Each banner runs all pages of the site for one month. Ads rotate evenly with maximum 4 ads in each space.

- Average Monthly Impressions: **150,000**
- Average Monthly Click-thru Rate: **5%**

ADVERTISING RATES

C&RL NEWS (PRINT)	1X	3X	6X	12X
Full Page	\$1,460.00	\$1,240.00	\$1,130.00	\$970.00
Full Page/4-color	\$2,360.00	\$2,140.00	\$2,030.00	\$1,870.00
1/2 Page H	\$980.00	\$830.00	\$750.00	\$650.00
1/2 Page H/4-color	\$1,880.00	\$1,730.00	\$1,650.00	\$1,550.00
1/4 Page	\$640.00	\$540.00	\$490.00	\$420.00
1/4 Page/4-color	\$1,540.00	\$1,440.00	\$1,390.00	\$1,320.00
2 Page Spread	\$2,840.00	\$2,410.00	\$2,200.00	\$1,890.00
2 Page Spread/4-color	\$3,740.00	\$3,310.00	\$3,100.00	\$2,790.00
Centerspread	\$3,210.00	\$2,720.00	\$2,480.00	\$2,140.00
Centerspread/4-color	\$4,110.00	\$3,620.00	\$3,380.00	\$3,040.00
Cover 2	\$1,860.00	\$1,580.00	\$1,440.00	\$1,240.00
Cover 2/4-color	\$2,760.00	\$2,480.00	\$2,340.00	\$2,140.00
Opp Cover 2	\$1,480.00	\$1,250.00	\$1,140.00	\$980.00
Opp Cover 2/4-color	\$2,380.00	\$2,150.00	\$2,040.00	\$1,880.00
Cover 3	\$1,730.00	\$1,470.00	\$1,340.00	\$1,150.00
Cover 3/4-color	\$2,630.00	\$2,370.00	\$2,240.00	\$2,050.00
Cover 4	\$1,940.00	\$1,640.00	\$1,500.00	\$1,290.00
Cover 4/4-color	\$2,840.00	\$2,540.00	\$2,400.00	\$2,190.00

ONLINE BANNER*

Top Banner	\$1,000
Box Banner	\$800
Vertical Banner	\$600

MARKETING OPTIONS

e-TOC Alert	\$1,500
e-Blast	\$1,500
Newsletter Sponsorship	\$1,500

*Rates reflect one month run on both **C&RL News Online** and **C&RL Online**.

RBM: A JOURNAL OF RARE BOOKS, MANUSCRIPTS, AND CULTURAL HERITAGE

The professional journal for special collections librarianship. It is read and consulted by almost every librarian working with rare books, manuscripts, and many types of artifacts in special collections in the United States and around the world. Further, it has readership among archivists and other cultural heritage professionals. RBM, available both in print and free online, is the single most effective way to deliver advertising to the special collections and cultural heritage communities, students and others interested in special collections.

READER PROFILE

Members seek rare books and other materials to complement or expand their existing collection and the tools to make them accessible, manage and preserve them. They support first time users through experienced researchers and use social media to promote use of their collections.

University Library	64%
College Library	10%
Independent Research Library	5%
Public/Private Library	5%
Museum	4%
Historical Society	2%

AUDIENCE

Special Collection Librarian	13%
Department Head for Special Collections	12%
Rare Book Cataloger	11%
Archivist	8%

AD RATES	1X	2X
Full Page	\$630	\$560
1/2 Page H.....	\$400	\$360
1/4 Page	\$260	\$240
Cover 2	\$750	\$670
Opp Cover 2	\$710	\$630
Cover 3	\$720	\$640
Cover 4	\$810	\$720
e-TOC Alert.....	\$500	
e-Blast.....	\$550	

SITE ADS

Top Banner.....	\$500
Box Banner	\$450
Vertical Banner.....	\$400

AD SPECS

Full Page	5"	8 1/4"
1/2 Page.....	5"	4"
1/4 Page Horizontal	5"	2"
Cover	7"	10"

Trim Size: 7' x 10" single column format

e-TOC Alert.....	640 x 60 px.
Top Banner.....	728 x 90 px.
Box Banner	160 x 160 px
Vertical Banner.....	160 x 600 px.

Submit as jpeg or gif, max. 30K file

e-Blast..... HTML file with all fonts, images and links embedded and subject line

PRODUCTION SCHEDULE

ISSUE	RESERVATIONS	PRINT	ONLINE & NEWSLETTERS
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2018

SEPTEMBER	02 AUG	09 AUG	28 AUG
OCTOBER	06 SEP	13 SEP	27 SEP
NOVEMBER	04 OCT	11 OCT	26 OCT
DECEMBER	01 NOV	08 NOV	27 NOV

2019

JANUARY	29 NOV	06 DEC	27 DEC
FEBRUARY	04 JAN	09 JAN	29 JAN
MARCH	01 FEB	06 FEB	26 FEB
APRIL	01 MAR	06 MAR	26 MAR
MAY	05 APR	10 APR	26 APR
JUNE	03 MAY	08 MAY	28 MAY
JULY	30 MAY	05 JUN	25 JUN
AUGUST	05 JUL	—	26 JUL
SEPTEMBER	07 AUG	14 AUG	28 AUG
OCTOBER	04 SEP	11 SEP	27 SEP
NOVEMBER	02 OCT	09 OCT	29 OCT
DECEMBER	30 OCT	06 NOV	28 NOV

AD SPECIFICATIONS

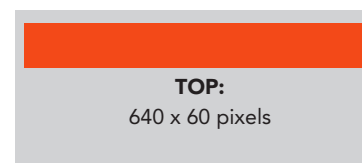
C&RL NEWS [PRINT]

	Width	Depth
Full Page	5"	8 1/4"
1/2 Page.....	5"	4"
1/4 Page.....	5"	2"
Center Spread	11"	8 1/4"
2 Page Spread	11"	8 1/4"
Inside Front Cover	6"	9 1/4"
Page Opposite Front	6"	9 1/4"
Inside Back Cover	6"	9 1/4"
Back Cover	6"	9 1/4"

MECHANICAL SPECIFICATIONS

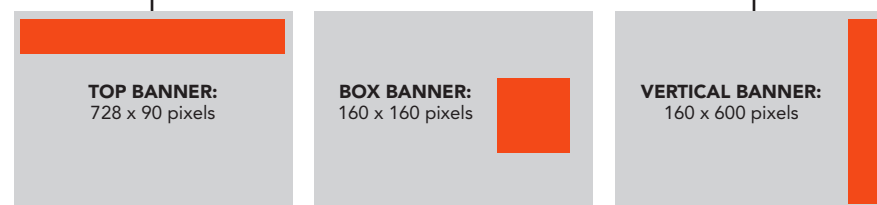
- Trim size is 6"x 9 1/4", two column format: 2 3/8"x 8 1/4"
- Bleed ads must extend to 6 1/8" x 9 3/8." Copy needs to be 3/16" inside of the trim, therefore contained within the dimensions of 5 13/16"x 9 1/16."
- On full-page ads, all vital copy (text or images) should be no closer than 3/16" to the trim.
- For all size ads, crop marks need to be at least 3/16" from any live area of the ad.
- All colors in the color palette should be correctly defined as Spot or Process. All Spot, RGB, LAB and Index colors must be converted to CMYK or Grayscale
- Do not use rules less than .25 point.
- All screened graphics (CMYK or Grayscale) should have an effective resolution of 300 dpi.
- All bitmap graphics (line art) should have an effective resolution of 600 dpi.
- All graphics must be converted to CMYK or Grayscale.
- All color manipulation should be done in a photo program such as Photoshop. Graphics colorized in a page layout program may not print as expected.
- Please preflight before submitting to avoid delays in production.
- Printing: Offset Binding: Saddle-wire stitched
- Print ISSN: 0099-0086

(E-TOC) ALERT ACRL UPDATE AND K.U.W. NEWSLETTERS



- FORMAT:**
- Submit ads in pixels saved as GIF or JPG only. Maximum 30K file.
 - Submit URL for each ad. **Animation is not supported for these ads.**

SITE ADS



- FORMAT:**
- Submit ads in pixels saved as GIF or JPG only. Maximum 30K file.
 - Submit URL for each ad file. Ads may be static or animated.
 - Limitations include...
 - * 1 rotation per 15 seconds, maximum 3 rotations
 - * Rotation must stop after the last rotation in the sequence
 - * Rotation must restart when user changes a page

ACRL e-Blast

- FORMAT:**
- A single HTML file.
 - **All fonts, images and links must be embedded. No external files will be accepted.**
 - **Maximum file size: 100 KB**
 - **Maximum layout width: 728 pixels**
 - Submit preferred subject line.

ADVERTISING CONTACT

Pam Marino

ADVERTISING SALES MANAGER

pmarino@ala-choice.org

860-347-6933 x128

SUBMIT ALL ARTWORK TO:

pmarino@ala-choice.org



TERMS & CONDITIONS

All advertising is subject to the publisher's approval. Advertisements are accepted and published entirely on the consideration that the advertiser and its agency, jointly and severally, will indemnify and hold harmless Choice, its officers, agents, and employees against any claims or suits based upon any aspect of an advertisement. Payment in full is required of first-time advertisers at the time reservations are made. Neither the advertiser nor its agency may cancel an advertisement after the reservations deadline listed for each issue. Cancellations must be in writing.