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.
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.

**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**

**AUDIENCE**

<table>
<thead>
<tr>
<th>Library Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>University (large research/doctoral granting)</td>
<td>49%</td>
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<tr>
<td>Comprehensive (undergraduate/graduate)</td>
<td>27%</td>
</tr>
<tr>
<td>Four-year/baccalaureate</td>
<td>13%</td>
</tr>
<tr>
<td>Two-year/technical</td>
<td>11%</td>
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</table>

**Audience Breakdown**

- 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%**

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%**

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%**

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

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### ONLINE BANNER*

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<tr>
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### MARKETING OPTIONS

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<tr>
<td>e-Blast</td>
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<td>Newsletter Sponsorship</td>
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*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

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SITE ADS

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AD SPECS

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<td>5” x 4”</td>
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<tr>
<td>¼ Page Horizontal</td>
<td>5” x 2”</td>
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<tr>
<td>Cover</td>
<td>7” x 10” single column format</td>
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<td>Vertical Banner</td>
<td>160 x 600 px</td>
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</table>

Submit as jpeg or gif, max. 30K file

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATIONS</th>
<th>PRINT</th>
<th>ONLINE &amp; NEWSLETTERS</th>
</tr>
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<td>09 AUG</td>
<td>28 AUG</td>
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<td>06 SEP</td>
<td>13 SEP</td>
<td>27 SEP</td>
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<td>11 OCT</td>
<td>26 OCT</td>
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<td>08 NOV</td>
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<td>AUGUST</td>
<td>05 JUL</td>
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<td>NOVEMBER</td>
<td>02 OCT</td>
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<td>29 OCT</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>30 OCT</td>
<td>06 NOV</td>
<td>28 NOV</td>
</tr>
</tbody>
</table>
AD SPECIFICATIONS

C&RL NEWS [PRINT]

Width Depth
Full Page ........................................ 5" .......................... 8 ¼"
½ Page ............................................. 5" .......................... 4”
¼ Page ............................................. 5" .......................... 2”
Center Spread .................................. 11“ ............................ 8 ¼”
2 Page Spread ................................... 11“ ............................ 8 ¼”
Inside Front Cover ............................ 6” ............................ 9 ¼”
Page Opposite Front ........................... 6” ............................ 9 ¼”
Inside Back Cover ............................. 6” ............................ 9 ¼”
Back Cover ...................................... 6” ............................ 9 ¼”

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

FORMAT:

ACRL UPDATE AND K.U.W. NEWSLETTERS

SITE ADS

TOP BANNER: 728 x 90 pixels
BOX BANNER: 160 x 160 pixels
VERTICAL BANNER: 160 x 600 pixels

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.

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.