About College & Research Libraries

*College & Research Libraries (C&RL)* is the premier scholarly research journal of the Association of College & Research Libraries, a division of the American Library Association. Established in 1939, C&RL publishes research articles by leading authorities addressing current issues in academic librarianship. Additionally, it reviews books of interest to academic and research libraries. Recently ranked first among journals in the library science, articles from this publication are cited an average of 150 times per year. Published online six times annually, C&RL is visited by readers involved in all facets of academic librarianship.

Profiles for C&RL readers…

- 91% of ACRL members plan to renew their membership for the coming year
- 82% have direct budget responsibility
- 74% of members said the decision to renew was positively influenced by C&RL
- 46% describe job titles as department head, unit head, or chief administrative officer

C&RL Online Advertising Options

<table>
<thead>
<tr>
<th>Table of Contents (eTOC) Alert</th>
<th>$1,325 per release</th>
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<tbody>
<tr>
<td>A monthly alert sent to the 11,500 ACRL members and opt-in subscribers indicating a new issue release. This alert includes the Table of Contents with a link to the new issue. Average open rate is 30%, Average Click-thru rate is 2%</td>
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Sponsorship includes…

- Sponsorship headline
- Exclusive advertising
- Top Banner and (2) Box Banner ads

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

C&RL Site Ads

<table>
<thead>
<tr>
<th>Top Banner</th>
<th>Box Banner</th>
<th>Vertical Banner</th>
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<tr>
<td>Dimensions: 728 x 90 pixels</td>
<td>Dimensions: 125 x 125 pixels</td>
<td>Dimensions: 160 x 600 pixels</td>
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<tr>
<td>Rate $410</td>
<td>Rate $360</td>
<td>Rate $340</td>
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Rates reflect one-month run on all pages of the site

**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 with the following limitations…

- 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

C&RL Ad Statistics

- Impressions per month 10,800
- Ad click-thrus per month 30

Rates Effective September 1, 2013
**C&RL Editorial Calendar**

**January**
- **Relationships Between Interlibrary Loan and Research Activity in Canada** by Joanna Duy and Vincent Larivière
- **Supporting Public Access to Research Results** by P. Scott Lapinski, David Osterbur, Joshua Parker, and Alexa T. McCray
- **Publication and Language Trends of References in Spanish and Latin American Literature** by David S. Nolen
- **Making a Case for Technology in Academia** by Kathrin Dodds, Donell Calender, and Cynthia Henry
- **Core Journals in Library and Information Science: Developing a Methodology for Ranking LIS Journals** by Judith M. Nixon
- **Developing Humanities Collections in the Digital Age: Exploring Humanities Faculty Engagement with Electronic and Print Resources** by Sarah Buck Kachaluba, Jessica Evans Brady, and Jessica Critten

**March**
- **University Faculty Describe their Use of Moving Images in Teaching and Learning and their Perceptions of the Library’s Role in that Use** by Jane Johnson Otto
- **Beyond Gatekeepers of Knowledge: Scholarly Communication Practices of Academic Librarians and Archivists at ARL Institutions** by Cassidy R. Sugimoto, Andrew Tsou, Sara Haslund, Alexandra Hauser, Melissa Brandon, Danielle Winter, Cody Behles, and S. Craig Finlay
- **They CAN and They SHOULD: Undergraduates Providing Peer Reference and Instruction** by Brett B. Bodemer
- **Mapping the Literature of GIS** by Edith A. Scarletto
- **Mobile Libraries: Librarians’ and Students’ Perspectives** by Noa Aharony
- **E-Approval Plans in Research Libraries** by Carmelita Pickett, Simona Tabacaru, and Jeanne Harrell

**May**
- **A Comparison of Evidence-Based Practice and the ACRL Information Literacy Standards: Implications for Information Literacy Practice** by Nancy E. Adams
- **Perceived Inadequacy: A Study of the Imposter Phenomenon among College and Research Librarians** by Melanie Clark, Kimberly Vardeman, and Shelley Barba
- **A Library Credit Course and Student Success Rates: a Longitudinal Study** by Jean Marie Cook
- **Commercial Database Design vs. Library Terminology Comprehension: Why Do Students Print Abstracts Instead of Full-Text Articles?** by Bonnie Imler and Michelle Eichelberger
- **Teaching Outside the Box: ARL Librarians’ Integration of the “One-Box” into Student Instruction Full-Text Articles?** by Christina Kulp, Cheryl McCain, and Laurie Sirovits
- **A Usability Evaluation of Academic Virtual Reference Services** by Anthony S. Chow and Rebecca A. Croxton

**July**
- **Competencies and Responsibilities of Social Science Data Librarians: An Analysis of Job Descriptions** by Jingfeng Xia and Minglu Wang
- **Framing Librarianship in the Academy: an Analysis Using Bolman and Deal’s Model of Organizations** by Rachel A. Fleming-May and Kimberly Douglass
- **A Survey of Library Support for Formal Undergraduate Research Programs** by Merinda Kaye Hensley, Sarah L. Shreeves, and Stephanie Davis-Kahl
- **Undergraduates’ Use of Social Media as Information Sources** by Kyung-Sun Kim, Sei-Ching Joanna Sin, and EunYoung Yoo-Lee
- **Dealing with Data: Science Librarians’ Participation in Data Management at Association of Research Libraries Institutions** by Karen Antell, Jody Bales Foote, Jaymie Turner, and Brian Shults
- **Promoting Racial and Ethnic Diversity among Canadian Academic Librarians** by Mary Kandiuk

Artwork submissions and/or inquires should be directed to:

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The Association of College and Research Libraries (ACRL), a division of the American Library Association, is a professional association of academic librarians and other interested individuals. It is dedicated to enhancing the ability of academic library and information professionals to serve the information needs of the higher education community and to improve earning, teaching, and research. ACRL is the largest division of the American Library Association (ALA). ACRL currently has a membership of more than 12,000 members, accounting for nearly 20% of the total ALA membership.