About Rare Books, Manuscripts, and Cultural Heritage

*RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage* is the professional journal for special collections librarianship. It is read and consulted by almost every rare books and manuscripts librarian in the United States, and many around the world. Further, it has a wide readership among archivists and other cultural heritage professionals. RBM is the single most effective way to deliver advertising to the special collections and cultural heritage communities.

### Subscriber & Readership Statistics

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>Canada</th>
<th>Foreign</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Yr College/University</td>
<td>209</td>
<td>11</td>
<td>27</td>
<td>247</td>
</tr>
<tr>
<td>2 Yr College/University</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Public Library</td>
<td>32</td>
<td>1</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>High School</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Government Library</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>Other Library (Bus./Ind./Org.)</td>
<td>44</td>
<td>2</td>
<td>6</td>
<td>52</td>
</tr>
<tr>
<td>Private Individual</td>
<td>58</td>
<td>1</td>
<td>2</td>
<td>61</td>
</tr>
<tr>
<td>Publisher/Dealer</td>
<td>26</td>
<td>0</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td>USIA/USIS/APO/FPO/Embassy/Military</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Reviewers</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total Subscriber/Readership</td>
<td>388</td>
<td>15</td>
<td>42</td>
<td>445</td>
</tr>
<tr>
<td>Total Readership</td>
<td></td>
<td></td>
<td></td>
<td>454</td>
</tr>
</tbody>
</table>

Published each May and November, RBM has a targeted circulation of over 450 rare books and special collections librarians, curators, and archivists seeking rare or special publications and the tools to manage and preserve them. These readers are responsible for maintaining collections of rare books and related materials.

### Upcoming articles in fall 2013 issue...

- *Alchemy and Innovation: Cultivating an Appreciation for Primary Sources in Younger Students* by Cherry Dunham Williams and Lori Lynn Dekydtspotter
- *Acquiring Literacy: A Library Exhibit* by Lesley Brownles
- *Participant Learning in Archival Education and Outreach to Fraternities and Sororities: An Implementation of Evidence Based Librarianship and Information Science* by Sarah Passoneau and Michele Christian

### RBM Print Ad Rates and Specs

**Reservation Deadline**
- November 2013: 10/15/2013
- May 2014: 4/15/2014

**Artwork Deadline**
- November 2013: 10/24/2013
- May 2014: 4/24/2014

**RBM Print Ad Rates and Specs**

<table>
<thead>
<tr>
<th>SPACE</th>
<th>Width</th>
<th>Depth</th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5&quot;</td>
<td>8 1/4&quot;</td>
<td>$600</td>
<td>$540</td>
</tr>
<tr>
<td>2/3 page</td>
<td>5&quot;</td>
<td>5 1/2&quot;</td>
<td>$480</td>
<td>$430</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>5&quot;</td>
<td>4&quot;</td>
<td>$640</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 page island</td>
<td>3&quot;</td>
<td>4&quot;</td>
<td>$390</td>
<td>$230</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>5&quot;</td>
<td>2&quot;</td>
<td>$250</td>
<td>$210</td>
</tr>
<tr>
<td>Cover 2</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td>$250</td>
<td>$650</td>
</tr>
<tr>
<td>Cover 3</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td>$700</td>
<td>$630</td>
</tr>
<tr>
<td>Cover 4</td>
<td>7&quot;</td>
<td>10&quot;</td>
<td>$790</td>
<td>$710</td>
</tr>
<tr>
<td>Page facing Cover 2</td>
<td>5&quot;</td>
<td>8 1/4&quot;</td>
<td>$790</td>
<td>$620</td>
</tr>
<tr>
<td>Page facing Table of Contents</td>
<td>5&quot;</td>
<td>8 1/4&quot;</td>
<td>$690</td>
<td>$620</td>
</tr>
</tbody>
</table>

*Add $900 for 4-color (Rates Effective September 1, 2013)*
RBM Online Ad Options

Table of Contents (eTOC) Alert $425 per release
A monthly alert sent to the 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%

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.

RBM Site Ads
Average Monthly Visitors: 3,900
Average Monthly Page Views: 6,500
Average Monthly Impressions: 2,000
Average Monthly Click-thrus: 40

RBM Online Ad Options

Table of Contents (eTOC) Alert $425 per release
A monthly alert sent to the 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%

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.

RBM Site Ads
Average Monthly Visitors: 3,900
Average Monthly Page Views: 6,500
Average Monthly Impressions: 2,000
Average Monthly Click-thrus: 40

Artwork submissions and/or inquiries should be directed to:
Pam Marino, Advertising Sales Manager
Phone: 860-347-6933 x128
Fax: 860-346-8586
pmarino@ala-choice.org
Mechanical Specifications

- Trim size is 7” x 10,” single column format
- Fractional bleeds not accepted. Other oversize ads are considered bleed ads and are accepted at no additional charge. Bleed ads must extend to 7 1/8” x 10 1/8.” Copy needs to be 3/16” inside of the trim, therefore contained within the dimensions of 6 13/16” x 9 13/16.”
- 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 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: 1529-6407
- Online ISSN: 2150-668X

Electronic Submission

PDF is the preferred format for all ads. When saving files to PDFs, make sure that all fonts are embedded and the graphics are not down sampled. Files must be Quark, InDesign, or PageMaker documents. Four-color ads: convert all photos from RGB to CMYK.

Advertising Placement

Ads are placed according to the mechanical production requirements for each issue. All advertising is subject to publisher’s approval. The publisher reserves the right to reject advertising for any reason. Advertisers and their agencies assume liability for all content (including text representation and illustration) of advertisements printed and assume responsibility for any resulting claims against the publisher. The publisher assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement. CANCELLATIONS are not accepted after the reservation deadline.

Agency Commission

Commission of 15% is paid to recognized agencies on space, color, and position. No cash discounts.

Contracts and Discounts

To qualify for frequency discounts a contract must be submitted.

Payment Terms

First time advertisers and advertisers outside of the United States are required to provide payment in full at the time reservations are made. Advertisers and their agencies have dual liability to ALA in the event of non-payment for advertising space.

Artwork submissions and/or inquiries should be directed to:

Pam Marino, Advertising Sales Manager
Phone: 860-347-6933 x128 | Fax: 860-346-8586
pmarino@ala-choice.org

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 learning, 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.