

American Libraries Electronic Publications

Interactive advertising with *American Libraries* is a powerful way to extend your marketing message to the library audience. Being present in our electronic publications can make the difference between a visit to your site or to your competitors'.

e-newsletter

AL Direct

AL Direct is the award-winning weekly e-newsletter bringing the latest news and information right to the desktops of library professionals. AL Direct delivers the latest in library activities, facilities, and business news, updates on state and federal legislation, upcoming events, industry statistics, and more to over 52,000 opt-in members of ALA.

SPONSORSHIP PRICING:

Premium Banner Sponsorship: 468 x 60, always above the fold

3x Rate	\$3,500
6x Rate	\$3,000
12x Rate	\$2,500

Additional Full Banner Positions: 468 x 60, top of newsletter sections: ALA News, Division News, Awards, Seen Online. An additional \$300 charge will apply for special position requests.

3x Rate	\$1,700
6x Rate	\$1,400
12x Rate	\$1,000

Prices: net per month

Other Banner Positions: right column. An additional \$500 charge will apply for the top position in the right column.

120 x 240 vertical banner	120 x 120 button	120 x 600 skyscraper
3x Rate \$2,000	3x Rate \$1,500	3x Rate \$3,000
6x Rate \$1,700	6x Rate \$1,200	6x Rate \$2,700
12x Rate \$1,500	12x Rate \$900	12x Rate \$2,200

Prices: net per month



american libraries online ala.org/online

Each month, more than 120,000 content pages are read on the *American Libraries* website. AL Online offers online editions of current and past print issues, plus breaking industry news, ALA press releases, and news from ALA divisions and offices. This is also the place librarians read and participate in AL blogs, listen to AL Podcasts, and access other web-only features that help build the library community. Traffic increases dramatically in the month preceding major ALA events, showing that members have a high level of awareness of the website as a timely, informative resource.



online opportunities 2009

american libraries online *continued*

Include your four-color graphical ads in any of 4 available positions.

SPONSORSHIP PRICING:

Top of page: Premium Position, 468 x 60	\$2,000
Left column navigation: Vertical Banner, 120 x 240	\$1,000
Right column navigation: Vertical Banner, 120 x 240	\$1,500
Right column navigation: Skyscraper, 120 x 600	\$2,000

Prices: net per month



al special delivery

Want to stand out from the crowd? Purchasing our stand-alone HTML e-mail service, AL Special Delivery, guarantees that your message will be noticed. This opportunity is only available to one advertiser each month, so the audience remains fresh. You'll reach more than 33,000 opt-in ALA members with a headline, up to 500 words, and up to 3 images, plus a full banner at the top of the page.

SPONSORSHIP PRICING:

AL Special Delivery e-mail	\$4,000 net
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al e-product news

Each month, more than 33,000 opt-in members of ALA receive E-Product News, filled entirely with product images or logos, descriptions, and direct links to advertisers' websites.

SPONSORSHIP PRICING:

Inclusion in E-Product News is a **FREE** service offered to *American Libraries* print advertisers, and for purchase by non-advertisers for **\$1,250 net** per month.

Product Image: 72 dpi resolution, approximately 135 x 225

Headline: Up to 10 words

Website Address: The link to your site

Product Description: Up to 50 words describing your product or service



national sales representatives

Dave Adrian

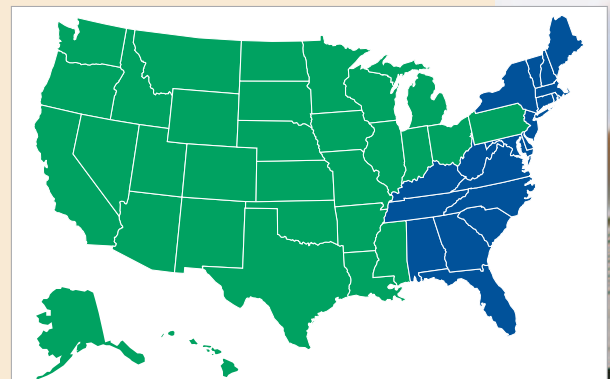
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