

# **AMERICAN LIBRARIES**

## January

## Give Now, Give Later

Production begins, ad space reservation  
deadline: November 23  
Ad materials due: December 1

Planned giving is personal philanthropy made easy. But what lasting benefits will it offer libraries? To be polybagged with a special fundraising enclosure. Plus a focus on technology and exhibits at the ALA Midwinter Meeting in San Antonio, including a program summary and restaurant guide and an all new show-floor preview.

## February

## Military Libraries

Production begins, ad space reservation  
deadline: December 27  
Ad materials due: January 3

A look at the military library operations, and the looming threat of base closings. Also scheduled: A celebration of Black History Month. Inquire about sponsored sections and special placements.

## March

## Is Funding on the Rebound?

Production begins, ad space reservation  
deadline: January 25  
Ad materials due: February 1

Double opportunity: Advertising also available in the preliminary program for Annual Conference, which will be polybagged with the March issue. Plus: Full coverage of the Midwinter Meeting in San Antonio, with a news roundup from the exhibit floor by "Technically Speaking" columnist Andrew K. Pace.

## April

## Libraries As Cultural Icons

Production begins, ad space reservation  
deadline: February 24  
Ad materials due: March 1

Featuring the annual showcase of new and renovated facilities around the country, supplemented by the "Design Showcase," a who's who of architectural and design firms in the library market. Also in the issue: feature articles highlighting special achievement in design and creative refurbishment.

## May

## What Are You Reading?

Production begins, ad space reservation  
deadline: March 24  
Ad materials due: April 3

Publishers and wholesalers take note: the May issue is all about books—reference books, notable books, and professional reading. Special feature: "Keeping Up" with library leaders explaining how they keep up through reading and talk about who's publishing the most valuable content. Plus: Organizing your own personal library.

## June/July

## Getting Educated

Production begins, ad space reservation  
deadline: April 24  
Ad materials due: May 1

The focus is on library and information science education in this special double issue, with a preview of the ALA Annual Conference, including a revamped exhibits locator, a new show-floor preview, and restaurant guide. Combination offers available for a "conference ad package" that includes *American Libraries*, the conference program, and *Cognotes*, the show daily.

## August

## Technology Systems

Production begins, ad space reservation  
deadline: June 26  
Ad materials due: July 3

A look at what's new in the world of integrated library systems, along with a report on the ALA Annual Conference, including a roundup from the exhibit floor by "Technically Speaking" columnist Andrew K. Pace.

## September

## The Winner's Circle

Production begins, ad space reservation  
deadline: July 24  
Ad materials due: August 1

Awards issue, recognizing the library professionals who are making good things happen across the nation, with special recognition for award sponsors. Special placement opportunities for vendors to school library media centers. Plus: A preview of the October Joint Conference of Librarians of Color.

## October

## Learning—Cradle to Grave

Production begins, ad space reservation  
deadline: August 25  
Ad materials due: September 5

Special opportunities for college and university library education programs in the "professional education" advertising section. Plus: A report on the Institute of Museum and Library Services' two-year "future of the librarian in the workplace" research study, as well as the latest stats on public library circulation and librarian salaries.

## November

## Planning for Retirement

Production begins, ad space reservation  
deadline: September 25  
Ad materials due: October 2

Baby boomers will soon be leaving the profession in massive numbers. But are they ready to go? A look at the challenges and delights of planning for a successful and fulfilling life as a retiree.

## December

## Leaping Literacy

Production begins, ad space reservation  
deadline: October 25  
Ad materials due: November 1

Community partnerships are putting libraries on the cutting edge of outreach services that reach the neediest and most underserved families in the nation. Plus: The Year in Review, a look back at the top library news stories of 2006.

## Ad placements available in every issue:

- *Features*: Focusing on critical issues in the field, along with how-to and how-not-to.
- *Grassroots Report*: Advocacy and activism on the local level.
- *Internet Librarian*: Commentary on and assessment of the Web.
- *Librarian's Library*: Short reviews of professional books and media.
- *News Fronts*: The work of ALA plus top stories from Washington and around the nation and the world.
- *President's Message*: A monthly view from the top.
- *Technically Speaking*: The latest technology product news.
- *Thus Said*: How the world sees libraries and librarians.
- *Working Knowledge*: Ethics and professionalism on the job.
- *Will's World*: Commentary from the ever-popular Will Manley.

# ALOnline Banner Ads

---

Banner ads are accepted for American Libraries Online, updated weekly. ALOnline is consistently among the top destinations on the American Library Association website, with some 8,233 hits per month.

Exclusive positioning begins at \$1,000 per month, three months minimum.

Single-month website exposure is priced at \$850 per month. Positioning is controlled by ALOnline editorial and production staff. Multiple position requests may be honored by rotation of ads on the same web page.

Available pages include:

- ALOnline home page
- Special reports
- Internet Librarian monthly columns
- Technically Speaking monthly columns
- Working Knowledge monthly columns
- Datebook
- Current table of contents

Banners are 468 pixels wide and 60 pixels high. Buttons are 125 x 125 pixels. All ads must be supplied in GIF format and are due to ALOnline production staff on the Wednesday preceding the week the ad is to appear. Animated GIFs are allowed, subject to ALOnline approval.

## **To place a banner ad in ALOnline, contact:**

William Coffee, Mark McGowan, Laurence Benson  
Benson, Coffee & Associates  
1411 Peterson Ave.  
Park Ridge, IL 60068  
847-692-4695; fax 847-692-3877  
E-mail: [bencof@aol.com](mailto:bencof@aol.com)

## ***American Libraries***

Leonard Kniffel, Editor & Publisher  
Jon Kartman, Ad Traffic Manager  
50 E. Huron St.  
Chicago, IL 60611  
800-545-2433, ext. 4211  
Fax: 312-440-0901

E-mail: [AmericanLibrariesAdvertising@ala.org](mailto:AmericanLibrariesAdvertising@ala.org)  
Website: [www.ala.org/alonline](http://www.ala.org/alonline)

## **Advertising Representatives**

William Coffee, Mark McGowan, Laurence Benson  
Benson, Coffee & Associates  
1411 Peterson Ave.  
Park Ridge, IL 60068  
847-692-4695  
Fax: 847-692-3877  
E-mail: [bencof@aol.com](mailto:bencof@aol.com)

## **Associate Executive Director, ALA Publishing**

Don Chatham  
50 E. Huron St.  
Chicago, IL 60611  
312-280-5414; fax 312-944-8741  
E-mail: [dchatham@ala.org](mailto:dchatham@ala.org)

### Bonus Opportunities with the American Library Association

- Annual Conference & Midwinter Meeting Programs
- *Cognotes*
- *Booklist*
- *Choice*
- *Public Libraries*
- *College & Research Libraries News*
- Corporate Membership

Eleven times a year, your advertising message can arrive in the mailboxes of some 65,000 members of the American Library Association, strategically located along with the best and most-read news and professional literature in Libraryland.

Bonus distribution: 3,000 copies and 5,000 copies, respectively, will be given away to attendees at the American Library Association's Midwinter Meeting in San Antonio in January and Annual Conference in June.

Make advertising in *American Libraries* and other ALA publications a key component of your partnering strategy with ALA.

#### *American Libraries*

Leonard Kniffel, Editor & Publisher

Jon Kartman, Ad Traffic Manager

50 E. Huron St.

Chicago, IL 60611

800-545-2433, ext. 4211

Fax: 312-440-0901

E-mail: [AmericanLibrariesAdvertising@ala.org](mailto:AmericanLibrariesAdvertising@ala.org)

Website: [www.ala.org/alongline](http://www.ala.org/alongline)

### Corporate Membership Benefits

ALA provides ever-growing opportunities for recognizing your company and useful tools for reaching the library market. **ALL MEMBERSHIP LEVELS** receive the following benefits:

- Preferred exhibit booth assignment—booth space will be assigned first to Corporate Members, then to all other exhibitors, each group on the basis of seniority.
- One voting membership in the Exhibits Round Table.
- Corporate member ribbon for your staff's badges at ALA conferences.
- Calendar of state and regional association conferences with exhibit information and a directory of their officers and staff.
- Professional development materials.
- Subscription to *American Libraries*, ALA's monthly news magazine.
- 10% discount on ALA publications.
- Listing in conference program, *Cognotes* (the show daily), and ALA's *Handbook of Organization*—where corporate members are recognized.

(benefits continued on back)

### Advertising Representatives for ALA Magazines

*American Libraries*, *Children and Libraries*, *Library Administration and Management*, *Library Resources and Technical Services*, *Library Technology Reports*, and *Public Libraries*

William Coffee, Mark McGowan, Laurence Benson  
Benson, Coffee & Associates

1411 Peterson Ave.

Park Ridge, IL 60068

847-692-4695

Fax: 847-692-3877

E-mail: [bencof@aol.com](mailto:bencof@aol.com)

*Knowledge Quest: Journal of the American Association of School Librarians* and *Young Adult Library Services*

The Goldman Group

14497 N. Dale Mabry Hwy., Ste. 205N

Tampa, FL 33618

813-264-2772

Fax: 813-264-2343

*Choice: Current Reviews for Academic Libraries* and *College & Research Libraries News*

Stuart M. Foster

ACRL Advertising c/o Choice

100 Riverview Center

Middletown, CT 06457

860-347-1387

*Booklist* and *Book Links*

Art Beck

265 Chaffinch Island Rd.

Guilford, CT 06437

203-453-0607

Fax: 203-453-3021

ALA Annual Conference and Midwinter Programs, *Cognotes* (show daily newspaper)

Laura Thoma

Hall-Erickson, Inc.

Exhibition Management

98 E. Naperville Rd.

Westmont, IL 60559

630-434-7779

E-mail: [ala@heiexpo.com](mailto:ala@heiexpo.com)

- Use of ALA Corporate Member logo for your ads.
- 15% discount on rental of ALA mailing lists.

**LIBRARY CHAMPIONS** receive these additional benefits:

- Opportunity to sponsor ALA Awards (Benefactor additional benefit).
- Library Champion ribbon for your staff's badges at ALA conferences.
- Listing in the ALA Annual Report.

- Your company name on a donor board that recognizes Library Champions at ALA conferences.
- Library Champion recognition in *American Libraries*.
- Invitation to VIP events.
- Photo and event recognition.
- Participation and recognition in ALA advocacy efforts and materials.
- Membership on ALA Champions Advisory Board.
- Membership rate for employment advertisements.

## Application for Corporate Membership

Company

Address

City, State, Zip, Country

Telephone

Fax

Company Website

Voting Member (VIP)

Title

E-mail

Additional Contact Person

Company CEO or President

## Corporate Membership Categories

- ☐ \$5,000 Library Champion
- ☐ \$2,500 Corporate Benefactor
- ☐ \$1,000 Corporate Patron
- ☐ \$350 Corporate Contributor

## Divisional Membership

American Library Association Corporate Members may belong to any specialty division. Each of ALA's divisions publishes its own member publications and sponsors conferences, events, and programs.

- ☐ **American Association of School Librarians (AASL)** \$75  
Includes a subscription to *Knowledge Quest*.
- ☐ **Association for Library Collections and Technical Services (ALCTS)** \$65  
Includes a subscription to *Library Resources and Technical Services*.
- ☐ **Association for Library Service to Children (ALSC)** \$45  
Includes a subscription to *Children and Libraries*.
- ☐ **Association for Library Trustees and Advocates (ALTA)** \$50  
Includes a subscription to *Trustee Voice*.
- ☐ **Association of College and Research Libraries (ACRL)** \$110  
Includes subscriptions to *College & Research Libraries* and *C&RL News*.
- ☐ **Association of Specialized and Cooperative Library Agencies (ASCLA)** \$50  
Includes a subscription to *Interface*.
- ☐ **Library Administration and Management Association (LAMA)** \$65  
Includes a subscription to *Library Administration & Management*.
- ☐ **Library and Information Technology Association (LITA)** \$90  
Includes a subscription to *Information Technology and Libraries*.
- ☐ **Public Library Association (PLA)** \$50  
Includes a subscription to *Public Libraries*.
- ☐ **Reference and User Services Association (RUSA)** \$80  
Includes a subscription to *RQ*.
- ☐ **Young Adult Library Services Association (YALSA)** \$40  
Includes a subscription to *Young Adult Library Services*.

**To join, visit the ALA website at [www.ala.org](http://www.ala.org) and click on the "Join" button, send an e-mail to [membership@ala.org](mailto:membership@ala.org), or contact ALA via telephone at 1-800-545-2433, ext. 2527.**

## 2006 Rates and Technical Information

<b>4-Color (CMYK)</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>11x</b>	<b>16x</b>	<b>22x</b>
1 page	7,915	7,735	7,565	7,270	6,985	6,640
2/3 page	7,115	6,960	6,810	6,540	6,285	5,970
1/2 page island	6,885	6,725	6,575	6,325	6,075	5,775
1/2 page horizontal	6,080	5,950	5,815	5,595	5,370	5,100
1/2 page vertical	6,080	5,950	5,815	5,595	5,370	5,100
1/3 page island	5,375	5,255	5,140	4,945	4,750	4,510
1/3 page horizontal	4,650	4,540	4,445	4,275	4,105	3,900
1/3 page vertical	4,650	4,540	4,445	4,275	4,105	3,900
<b>Black and White</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>11x</b>	<b>16x</b>	<b>22x</b>
1 page	4,980	4,865	4,760	4,580	4,400	4,180
2/3 page	4,470	4,370	4,275	4,110	3,950	3,755
1/2 page island	4,320	4,230	4,130	3,970	3,815	3,630
1/2 page horizontal	3,820	3,735	3,650	3,500	3,370	3,205
1/2 page vertical	3,820	3,735	3,650	3,500	3,370	3,205
1/3 page island	3,375	3,300	3,225	3,105	2,980	2,830
1/3 page horizontal	2,920	2,850	2,790	2,680	2,575	2,445
1/3 page vertical	2,920	2,850	2,790	2,680	2,575	2,445
1/4 page	2,240	2,190	2,140	2,055	1,980	1,875
1/6 page	1,885	1,845	1,810	1,730	1,665	1,585
<b>Special Position*</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>11x</b>	<b>16x</b>	<b>22x</b>
1 page/4-color	9,105	8,905	8,710	8,370	8,045	7,645
1 page/2-color	7,710	7,540	7,370	7,085	6,810	6,470
1 page/black & white	6,205	6,070	5,940	5,710	5,485	5,205

\* Special position includes covers, facing cover 2, and facing table of contents page.  
2-color rate: black-and-white rate plus 23%.

### Special Positions

A 10% surcharge will be added to the earned rate for guaranteed special positions when available. This includes requests for patterned positioning within the same issue.

### Inserts

2 pages .....	5% off earned black-and-white rate
4 pages .....	30% off earned black-and-white rate
8 pages .....	40% off earned black-and-white rate
12 pages .....	45% off earned black-and-white rate
16 pages or more...	50% off earned black-and-white rate

For information about 5-color, gatefolds, business reply cards, Datebook placement, and other rates not listed, please call the sales representative.

### Frequency and Combined Rates

To qualify for frequency rates, contracts are required. Qualification is based on insertions over a 12-month period. Advertisers owned by the same parent company may combine their insertions to earn frequency rates; a master contract is required.

Frequency rates can be earned by any combination of insertions in *American Libraries*, *Booklist*, or *Book Links*.

Special rates may also be earned for the same ad running in a combination of these publications. Contact *American Libraries* sales representatives for more information.

### Commissions

Agency commission is 15% of gross for recognized agencies. Manufacturing charges are noncommissionable. There is no cash discount.

### Payment

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within 30 days of the invoice. Non-U.S. advertisers are required to pay in U.S. currency at the time of the initial order.

Advertisers and agencies share dual liability for payment. Contrary agreements between advertisers and agencies, even if listed on insertion orders, are superseded by this condition of the American Library Association.

# AMERICAN LIBRARIES



## Mechanical Specifications

**Trim size:** 8" x 10½", perfect bound. Bleed, leave one pica or 1/8" each side over trim. Bleed and oversize: no extra charge. Vital matter for single page: 7½" x 10".

**Charges for alterations and typesetting:** Billed to customer plus \$20 handling fee.

**Ad materials submission guidelines:** Advertisements in *American Libraries* should be submitted as a high-resolution

PDF file with all fonts embedded and using graphics of 300 dots per inch, CMYK or grayscale TIFF images. Advertisements submitted in any other format will be assessed an additional \$50 processing charge.

Ad materials can be submitted via e-mail to *American Libraries* magazine at [AmericanLibrariesAdvertising@ala.org](mailto:AmericanLibrariesAdvertising@ala.org), by regular mail, or by overnight courier.

## Size in Inches (Picas and Points)

Full Page (trim).....	8" W x 10-1/2" D (48 picas W x 63 picas D)
Full Page (no bleed) .....	7-1/2" W x 10" D (45 picas W x 60 picas D)
Two-thirds page .....	4-1/4" W x 8-15/16" D (25p8 W x 53p9 D)
Half-page horizontal .....	6-1/2" W x 4-3/8" D (39p0 W x 26p4 D)
Half-page vertical.....	3-1/8" W x 8-15/16" D (19p0 W x 53p9 D)
Half-page island.....	4-1/4" W x 6-3/4" D (25p8 W x 40p4 D)
One-third page horizontal .....	6-1/2" W x 2-7/8" D (39p0 W x 17p3 D)
One-third page vertical.....	2-1/16" W x 8-15/16" D (12p4 W x 53p9 D)
One-third page island.....	4-1/4" W x 4-3/8" D (25p8 W x 26p4 D)
One-quarter page vertical.....	3-1/8" W x 4-3/8" D (19p0 W x 26p4 D)
One-quarter page island.....	4-1/4" W x 3" D (25p8 W x 18p0 D)
One-sixth page.....	2-1/16" W x 4-3/8" D (12p4 W x 26p4 D)
Bleed: Allow one pica or 1/8" beyond trim size.	

## Mailing Materials

Identify material by name of advertiser, magazine, and scheduled issue in lower left corner of mailing label. Send contracts, insertion orders, and correspondence to:

### Ad Traffic Coordinator

Jon Kartman  
Advertising Traffic Coordinator  
*American Libraries*  
50 E. Huron St., 3rd Floor  
Chicago, IL 60611  
312-280-4211; fax 312-440-0901  
E-mail: [jkartman@ala.org](mailto:jkartman@ala.org) or  
[AmericanLibrariesAdvertising@ala.org](mailto:AmericanLibrariesAdvertising@ala.org)

### National Sales Representatives (includes Canada)

William Coffee, Mark McGowan, Laurence Benson  
Benson, Coffee & Associates  
1411 Peterson Ave.  
Park Ridge, IL 60068  
847-692-4695; fax 847-692-3877  
E-mail: [bencofo@aol.com](mailto:bencofo@aol.com)

## Circulation

34%	College and University Libraries
31%	Public, State, County, and Armed Forces Libraries
14%	Elementary, Junior/Senior High, School District Libraries
11%	Special Libraries and Other Institutions
10%	Unaffiliated Individuals

Established 1906. Date of first issue 1907. Single copy \$6; per year \$60. Average circulation per issue: 64,188.

### Copy and Contract Regulations

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising.

Advertisers and advertising agencies assume liability for all printed advertising content (text and illustrations), and also assume responsibility for any claims against the publisher resulting from that content.

Cancellations are not accepted after the closing dates for space reservations. Cover and special positions are noncancelable.



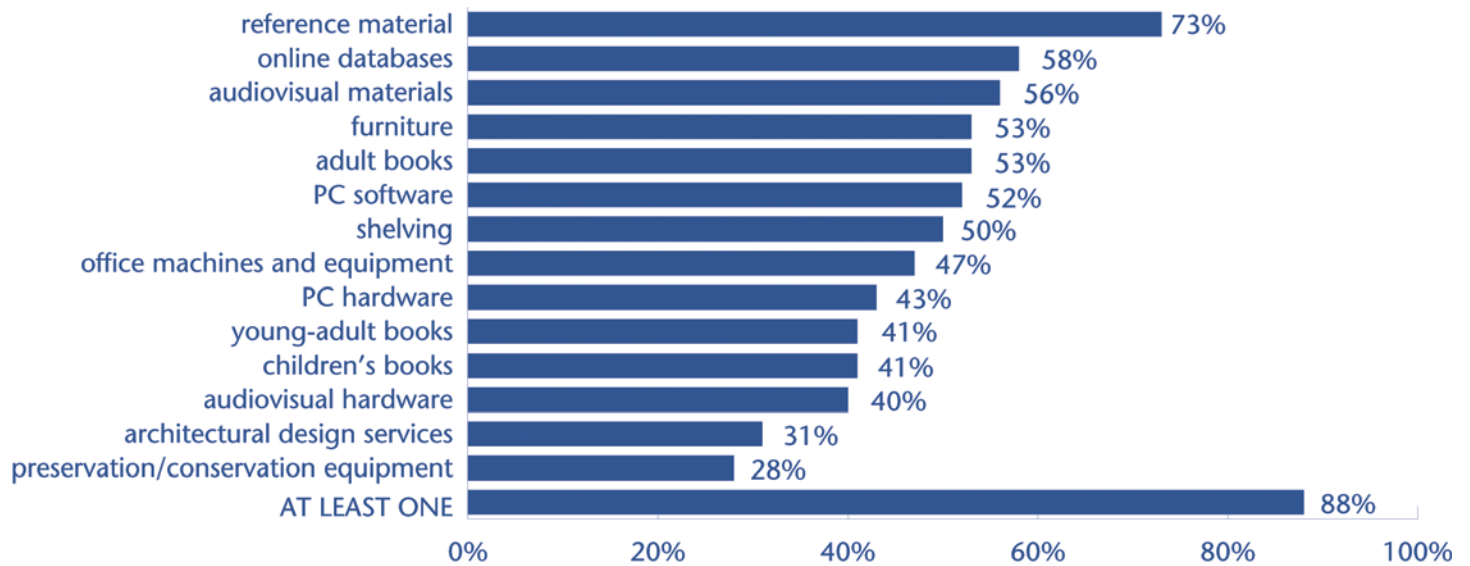
### American Libraries

#### Facts from the *American Libraries* Reader Survey, 2003

- The 2003 mean budget of an *American Libraries* reader for purchases of products and services, including books and nonprint materials, is \$1,580,000.
- Almost half (46%) of our readers say that they're involved in administration; half of those surveyed said they had buying power over online databases, audiovisual materials, furniture, adult books, PC software, and shelving. Between 28% and 50% said they also made purchasing decisions for young-adult and children's books, audiovisual hardware, architectural design services, preservation and conservation equipment, and office equipment.
- In the 12 months preceding the survey, 36% of recipients had taken at least one action as a result of reading advertisements in the magazine.
- Readers' highest degree of interest was in the news section of the magazine, followed by Best Reference Sources (May), Internet Librarian, Will's World, Architectural Showcase (April), and conference previews (January, June/July).
- Respondents rated *American Libraries* above other library magazines as having the most up-to-date news, being best-written and easiest to read, and containing the best conference information. Overall they chose it as "the magazine I prefer to read."
- When asked how many of the last four issues they had read, 55% said they had read all four and 70% had read three out of four.
- The average reader spends almost one hour reading each issue.
- Nearly half of the recipients said they save their entire issues for future reference, and 20% cut out or copy items of interest.
- Half of the magazine's readers visit the *American Libraries* website at least once a month.

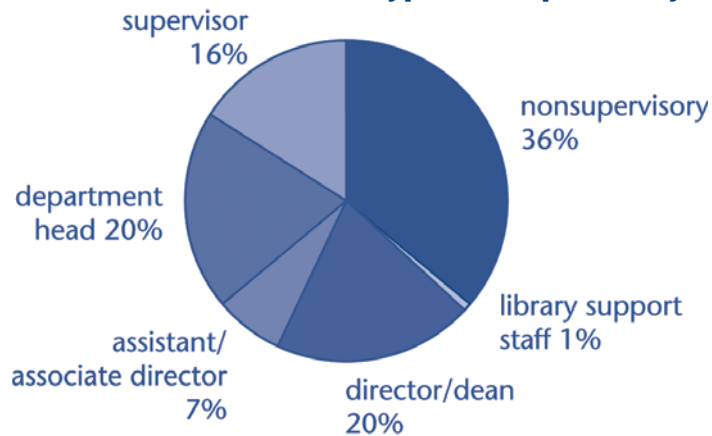
See back for more reader information.

## American Libraries 2003 Profile Survey—Level of Purchasing Involvement

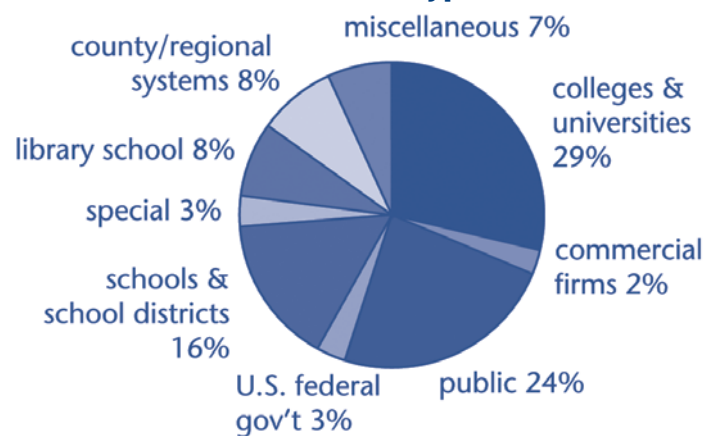


## Facts from American Library Association Statistics on Personal Members

ALA Personal Members—Types of Responsibility



ALA Personal Members—Types of Libraries



### Annual Conference

The American Library Association (ALA), the oldest and largest library association in the world, holds its Annual Conference each June, which is attended by some 25,000 librarians, educators, writers, publishers, Friends of libraries, trustees, and special guests. The conference includes more than 2,000 meetings, discussion groups, and programs on various topics affecting libraries and librarians, as well as tours and special events. Topics include libraries and technology, censorship, and literacy. Thousands of copies of *American Libraries* are distributed free throughout the conference and exhibit areas.

Approximately 950 exhibiting companies feature the latest in books, videos, computers, and other materials vital to today's libraries and librarians. ALA units display professional exhibits highlighting the various aspects of the profession.

Visit the ALA home page ([www.ala.org](http://www.ala.org)) for information on the Annual Conference, June 22–28.

### Midwinter Meeting

The American Library Association holds an annual business meeting known as the ALA Midwinter Meeting. Generally held in January, the conference draws more than 10,000 leaders in the library and information industry for some 2,500 meetings and events. Some 450 exhibits feature the latest in books, videos, computers, and other materials available to today's libraries and their users.

Visit the ALA home page for details on the Midwinter Meeting, January 20–25, in San Antonio.

### More Information

Please visit [www.ala.org](http://www.ala.org) for more information about the services provided by the ALA Conference Services Department.

To contact Conference Services, call 800-545-2433, ext. 3223.

For questions about Conference Services pages, e-mail the Conference Services webmaster at [shoerner@ala.org](mailto:shoerner@ala.org).

Talk to *American Libraries* sales representatives at the magazine's booth in the exhibit hall at every ALA Annual Conference and Midwinter Meeting.