

HOTlinks:

Information for Indispensable
Educational Leaders



The Official Monthly Email Newsletter of AASL

AASL Hotlinks is a monthly e-mail newsletter of the American Association of School Librarians (AASL), a division of the American Library Association (ALA). AASL Hotlinks is primarily composed of brief summaries with links to more in-depth content, and includes previews of upcoming association activities and continuing education programs, news from AASL, valuable Web resources, highlights of new products and services, summaries of new articles from AASL's print and online journals and more.

Readership

AASL Hotlinks is read by school library media specialists in elementary and secondary schools. These professionals are responsible for the selection, acquisition, cataloging, maintenance, and circulation of books, periodicals, audiovisual materials and computer software and accompanying hardware. The readers of AASL Hotlinks also provide reference service, reading guidance, instruction in information retrieval skills, and access to the Internet and other electronic resources. They collaboratively plan instructional units with teachers in elementary and secondary public and non-public schools. All readers of AASL Hotlinks are members of the American Association of School Librarians (AASL), a division of the American Library Association (ALA).

Circulation

The newsletter is sent to AASL members with valid e-mail addresses on file in the ALA member database (currently over 75% of our members). Additional "pass along" distribution occurs through our members, who are encouraged to share each issue with colleagues and administrators in their school and district, and AASL's state and regional affiliate organizations, which can redistribute the newsletter to their own members.

Issuance

1st business day of every month. All content for each issue, including ad copy, is due at least 5 business days in advance (usually between the 23rd and 26th of the month). Check with the editor for exact dates for a particular issue.

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400x60 banner	\$600

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