



Association for Library Collections & Technical Services
a division of the American Library Association
50 E Huron St, Chicago, IL 60611 • www.ala.org/alcts

Library Resources & Technical Services

the official journal of the
Association for Library Collections & Technical Services

MEDIA KIT

Rate Card
Editorial Calendar

through 2008

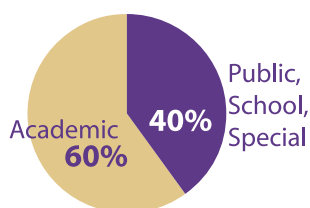


Library Resources & Technical Services

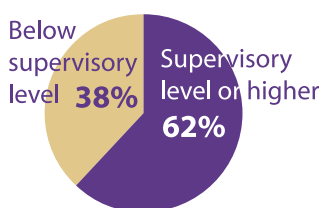
READER PROFILE

Library Resources & Technical Services (LRTS) is read internationally by librarians in collection management and technical services and related activities in all types of libraries. In addition to the broader areas of technical services and collection management, readers represent preservation, acquisitions, serials, cataloging, and the management of each.

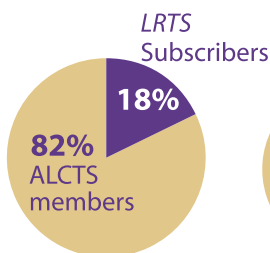
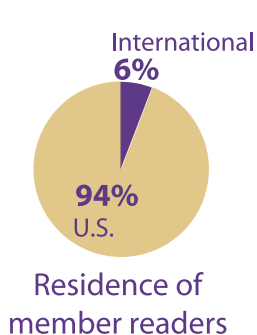
Type of library



Employment level



Approximately 60 percent of the readers are employed in academic libraries; the remaining work in public, special, and school libraries. Most readers of *Library Resources & Technical Services* hold administrative or management positions; 62 percent of *LRTS* readers are employed at the supervisory level or higher and are able to make purchase recommendations or decisions in their areas.



More than 75 percent of the readers are members of the Association for Library Collections & Technical Services, a division of the American Library Association. Other readers are subscribers, including overseas, personal, and institutional subscribers.

COPY & CONTRACT REGULATIONS

- All advertising is subject to publisher's approval.
- Advertisers and advertising agencies assume liability for all printed advertising content (text and illustrations) and also assume responsibility for any resulting claims against the publisher resulting from that content.
- Cancellations are not accepted after the closing dates for space reservations. Covers and special positions cannot be cancelled. All cancellations must be confirmed in writing.

QUESTIONS?

Technical or prepress questions can be directed to ALA Production Services (312) 280-1541.

FTP is available if needed. Contact ad office at (312) 280-5037 for instructions.

ALCTS Advertising
50 E. Huron St.
Chicago, IL 60611
tel: (312) 280-5037
fax: (312) 280-5033
e-mail: alcts@ala.org

TECHNICAL INFORMATION

All ad artwork must be supplied in PDF format, with all fonts embedded, at a resolution of 2400 dpi.

If preparing ads with Adobe Acrobat Distiller 6 or higher, PDFs must be created to the **PDFX/1a** setting. Otherwise, set Distiller to **Press Quality** or use a commercial printer's Custom Job Settings.

Make sure registration marks are ON (for full-page ads) and page positioning is centered.

When printing the PDF (for full page ads), add 1" to ad page size to accommodate the registration marks. (For example, if an ad's trim size is 8.5" x 10", the PDF size should be 9.5" x 11".

Set bleed on full page ads to 9pt.

If you want your fractional ad to have a rule around it, please supply one—otherwise a rule may not appear.

It is vital that all full-page ads are built with crop marks, even if the ad does not bleed. Crop marks built to the journal trim size (8³/₈" x 10⁷/₈") are necessary for the printer to place the ad centered on a page.

Email ads to:
productionservices@ala.org.

With subject line:
LRTS, month/season, year

Please cc ALCTS (alcts@ala.org)

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

CIRCULATION (as of June 1, 2006)

Total	Members*	Subscribers	Nonpaid
5,700	4,500	1000	200

* Members of the Association for Library Collections & Technical Services

EDITORIAL FOCUS

Established in 1957, *Library Resources & Technical Services* is the official, quarterly journal of the Association for Library Collections & Technical Services (ALCTS). A scholarly research journal, its articles are selected through a double-blind refereeing process.

Each issue reports current, ongoing research on the practice of modern library collection management and technical services operations.

These articles contain information that readers can use to manage their own libraries better. *LRTS* content also serves as the record of scholarly communication in the field. Independent research has shown that *Library Resources & Technical Services* is the most frequently cited journal in the field; it is the journal of record, and back issues are retained and consulted by its subscribers.

Library Resources & Technical Services also includes shorter notes that report unique and evolving technical processes and research methods, and substantive book reviews on new publications in the field.

The prominence of *LRTS* was confirmed in a 2004 study by Thomas Nisonger and Charles Davis of Indiana University. The authors gathered ratings from the deans and directors of ALA-accredited MLS degree programs in North America, who ranked the importance and prestige of more than 70 library and information science refereed research journals in supporting promotion and tenure decisions. Among these distinguished publications, *LRTS* was ranked twelfth..

CONTENT

Current tables of contents, abstracts, and past indexes for *Library Resources & Technical Services* are available on the ALCTS Web site at www.ala.org/alcts/lrts.

Placing Your Advertising Order

SALES OFFICE

Send contracts, insertion orders, correspondence, and print-ready PDF files to:

ALCTS Advertising
50 E. Huron St.
Chicago, IL 60611
tel: (312) 280-5037
fax: (312) 280-5033
e-mail: alcts@ala.org

Space	Size	1x	2x	4x	8x	12x
full page	7½" x 9⅝"	\$710	\$655	\$605	\$550	\$500
¾ page	4½" x 8¾"	605	550	500	475	445
½ page vert.	3⅜" x 8¾"	550	500	490	445	420
½ page horiz.	7" x 4½"	550	500	490	445	420
⅓ page vert.	2⅞" x 8¾"	445	420	395	370	340
⅓ page horiz.	7" x 3"	445	420	395	370	340
cover 2		815	760	710		
cover 3		790	735	685		
cover 4		unavailable				

PAGE RATES

FOUR COLOR

Add \$750 to quoted rates for full pages (\$650 for fractional pages). Add \$400 to quoted rates for 2-color. Add 10% to quoted rates for specific placements. PMS colors cannot be accepted.

Charges for typesetting, alterations, stripping, and postage will be billed to the advertiser at cost plus a \$20 handling fee. Proof supplied for pubset copy only.

AD PLACEMENT

Advertisements are placed according to the mechanical production requirements for each issue. Requests for patterned position of units in the same issue will be accepted for a surcharge of 10% of the earned rate for each of the units involved, subject to mechanical production requirements.

Coupon advertisement must be specified on insertion order, including position of coupon on ad.

FREQUENCY & COMBINED RATES

Frequency rates are based on the total number of insertions of ¼ page or more used within a twelve-month period. Each page of a two-page spread is considered one insertion. Contract holders will be given reasonable notice of any increase in rates and will be given the opportunity to cancel contracts at the time the rate change becomes effective.

AGENCY COMMISSIONS

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

Advertising Instructions and Regulations

ISSUANCE & CLOSING DATES

Issue	Reservation Date	Materials Date
vol. 50, 2006		
no. 4 October	July 29, 2006	August 8, 2006
vol. 51, 2007		
no. 1 January	October 24, 2006	November 7, 2006
no. 2 April	January 23, 2007	February 6, 2007
no. 3 July	April 24, 2007	May 8, 2007
no. 4 October	July 24, 2007	August 7, 2007
vol. 52, 2008		
no. 1 January	October 22, 2007	November 6, 2007
no. 2 April	January 22, 2008	February 5, 2008
no. 3 July	April 22, 2008	May 6, 2008
no. 4 October	July 22, 2008	August 5, 2008

MECHANICAL SPECIFICATIONS

Publication trim size	8⅜" x 10⅞"
Untrimmed size	8⅝" x 11⅞"
Two column format	3⅜" x 8¾"
Three column format	2⅞" x 8¾"
Full page bleed ads	8⅝" x 11⅞" (accepted; no fractional bleeds)
Printing	Offset
Binding	Saddle-wire stitched
Materials	PDF file