

Children the journal of the Association for Library Service to Children & Libraries

Readership

Children and Libraries (CAL) is read by librarians who work with children, birth to age fourteen, in public and school libraries. These librarians are responsible for purchasing print and nonprint library materials including books, recordings, and CD-ROMs; introducing youth to technology such as the Internet that provides access to information; planning programming and services for young patrons and their families and caregivers; and selecting furnishings and equipment.

Children and Libraries is also read by library school faculty who specialize in library service to children and children's literature and other professionals who work on behalf of children and literacy.

Editorial Focus

Published three times a year, *CAL* provides continuing education, research, and best practice information; features pieces by and about authors and illustrators of children's literature; and spotlights the news and activities of ALSC.

Advertising Sales Office

To advertise in *Children and Libraries*, please contact:

Bill Spilman

Innovative Media Solutions

320 W. Chestnut St.; PO Box 399

Oneida, IL 61467

phone: 309-483-6467; toll free: 877-878-3260

fax: 309-483-2371

e-mail: bill@innovativemediasolutions.com



Circulation

ALSC Members	Subscribers	Nonpaid	Total
4,190	311	37	4,538

Page Rates

Black/White

Space	1x	2x	3x
Full page	\$625	\$575	\$530
2/3 page	\$530	\$485	\$440
1/2 page	\$485	\$440	\$410
1/3 page	\$395	\$370	\$350
1/4 page	\$330	\$295	\$275

Add 10% to quoted rates for specific placements.

4-Color

Space	1x	2x	3x
Full page	\$1,450	\$1,400	\$1,355
2/3 page	\$1,245	\$1,200	\$1,155
1/2 page	\$1,200	\$1,155	\$1,125
1/3 page	\$1,110	\$1,085	\$1,065
1/4 page	\$1,045	\$1,010	\$990

Premium Positions

	1x	2x	3x
Pages 1-9 (B/W)	\$690	\$635	\$585
Pages 1-9 (4/C)	\$1,515	\$1,460	\$1,410
Cover 2	\$1,605	\$1,545	\$1,490
Cover 3	\$1,575	\$1,515	\$1,460
Cover 4	\$1,640	\$1,575	\$1,515

Cover positions include 4-color process.

Payment

All accounts are payable within 30 days of the invoice. 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 Conflicting agreements between advertisers and agencies, even if listed on insertion orders, are superseded by this condition of the American Library Association.

Agency commissions of 15% allowed.

Issuance and Closing Dates

Issue	Reservations	Materials Due	Mails Out
Spring 2010	March 18	April 9	May 2010
Summer/ Fall 2010	June 23	July 16	Sept. 2010
Winter 2010	Oct. 7	Oct. 29	Dec. 2010
Spring 2011	March 17	April 8	May 2011

Mechanical Specifications

Space	Width x Depth (in inches)
Full page	7.375 x 9.875
2/3 page (vertical)	4.875 x 9.875
1/2 page (horizontal)	7.375 x 4.925
1/2 page (island)	4.925 x 7.375
1/3 page (vertical)	2.375 x 9.875
1/3 page (horizontal)	7.375 x 2.45
1/4 page island	4.875 x 4.925

Trim size: 8.375" x 10.875"

Bleed: Add .125" to all sides. Bleeds not accepted on fractional ads.

Printing: Offset

Binding: Saddle-wire stitched

Materials: 2400-dpi, press-quality PDF files with all fonts embedded are required. Coupon advertisements must be specified on insertion order, including position of coupon on ad. More specs available from ad sales manager.

Copy and 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 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 canceled. All cancellations must be confirmed in writing.



2010/2011 Advertising Contract

Company _____

Size _____ Frequency _____

Color _____ Rate _____ Placement _____

Purchase Order Number _____

Contract Authorized by (print) _____

Signature _____ Date _____

Advertising Contact _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

Bill to _____

Contact _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

2010-11 Ad Placement

(check all that apply)

**Volume 8, Issue 1
Spring 2010**
Reservations: March 18
Materials: April 9

**Volume 8, Issue 2
Summer/Fall 2010**
Reservations: June 23
Materials: July 16

**Volume 8, Issue 3
Winter 2010**
Reservations: October 7
Materials: October 29

**Volume 9, Issue 1
Spring 2011**
Reservations: March 17
Materials: April 8

**Volume 9, Issue 2
Summer/Fall 2011**
Reservations: June 23
Materials: July 15

**Volume 9, Issue 3
Winter 2011**
Reservations: October 6
Materials: October 28

Please send completed contract to:

Bill Spilman

Innovative Media Solutions

320 W. Chestnut St., PO Box 399

Oneida, IL 61467

phone: 309-483-6467

toll free: 877-878-3260

fax: 309-483-2371

e-mail: bill@innovativemediasolutions.com

