



Association for Library Service to Children

## 2017 ALSC Media Kit



The Association for Library Service to Children (ALSC) is a vibrant organization of dedicated professionals who work in many capacities to ensure exemplary library service to children. Within this Media Kit, you'll find a range of advertising opportunities—print and electronic—for reaching our engaged membership of front-line youth services librarians, managers, educators, and children's literature experts.

Find the perfect medium for your message ...

***Children and Libraries***, ALSC's award-winning journal  
**ALSC Blog**, included in a list of "100 Best Blogs for School Librarians"

**ALSC Update**, weekly emails sent directly to ALSC members and subscribers

Learn about new ways to connect with our community!



# 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 non-print library materials including books, recordings, apps, toys, games, and crafting supplies; introducing youth to and mentoring families on new technology that provides access to information and entertainment; planning and delivering programming and services to 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 quarterly, CAL provides continuing education, peer-reviewed research, and best practice articles; and also features pieces by and about authors and illustrators of children's literature.



## MECHANICAL SPECIFICATIONS

Space	Width x Depth (in inches)
Full page	8.375 x 10.875
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.

# Children & Libraries

## PAGE RATES

BLACK & WHITE			
SPACE	1x	2-3x	4x
Full page	\$675	\$625	\$575
2/3 page	\$575	\$550	\$525
1/2 page	\$500	\$475	\$450
1/3 page	\$435	\$410	\$385
1/4 page	\$370	\$350	\$330

*Add 10% to quoted rates for specific placements*

COLOR			
SPACE	1x	2-3x	4x
Full page	\$1,400	\$1,350	\$1,300
2/3 page	\$1,300	\$1,250	\$1,200
1/2 page	\$1,235	\$1,185	\$1,135
1/3 page	\$1,170	\$1,120	\$1,070
1/4 page	\$1,100	\$1,050	\$1,000

PREMIUM POSITIONS			
SPACE	1x	2-3x	4x
Pages 1-9 (B/W)	\$740	\$690	\$640
Pages 1-9 (4/C)	\$1,475	\$1,425	\$1,375
Cover 2	\$1,575	\$1,525	\$1,475
Cover 3	\$1,545	\$1,495	\$1,445
Cover 4	\$1,610	\$1,560	\$1,510

*Cover positions include 4-color process*

## CIRCULATION

*Children & Libraries features a circulation of 4,000 plus pass-alongs.*

Issue	Reservation Due	Materials Due	Mails Out
Spring 2017	January 27	February 3	March
Summer 2017	April 18	May 9	June
Fall 2017	July 18	August 8	September
Winter 2017	October 17	November 7	December



# ALSC Blog

## READERSHIP

The ALSC Blog reaches librarians, academics, and children's literature experts and enthusiasts. The blog averages 19,000 sessions and 35,000 page views per month.

Administered by a professional blog manager working closely with ALSC staff, the blog consistently delivers high-quality, creative content. New content is added every day by a team of more than 15 regular bloggers, who contribute on topics such as:

- Collection Development
- Intellectual Freedom
- Special Needs in the Library
- Summer Reading
- Programming Ideas
- Technology

## RECOGNITION

The blog was included in OnlineCollege.org's list of "100 Best Blogs for School Librarians."

\*For reservations or questions, please contact Bill Spilman, [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

\*\*Send images and URLs to Dan Bostrom, [dbostrom@ala.org](mailto:dbostrom@ala.org)

## PRICING

There are three rectangular spaces (300px x 250px) available for purchase. All ads appear on all pages of the blog. Ads will appear for the full month.

Position A - \$400/month

Position B - \$300/month

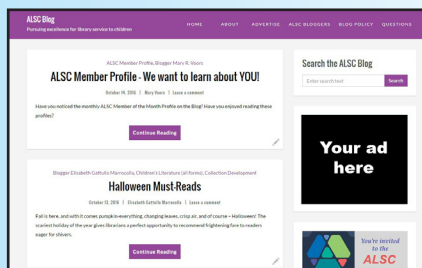
Position C - \$200/month

## SPECIFICATIONS

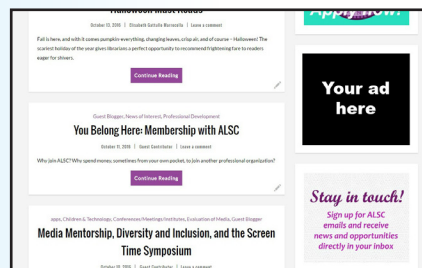
Please provide a URL link and an RGB image (300px x 250px) saved at 72 dpi in either .jpg or .gif format and with a maximum size of 50 kb.

## DEADLINES

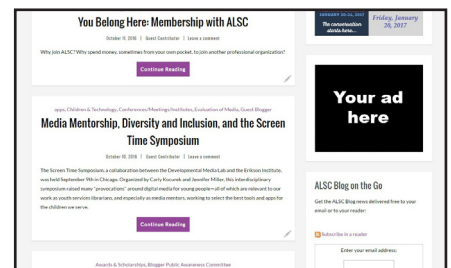
Ad reservations and materials are due no later than the 25th of the month prior.



Position A.



Position B.



Position C.

# ALSC Update

## READERSHIP

ALSC Update is delivered to current ALSC members and subscribers every Wednesday. ALSC Update reaches more than 4,500 librarians, educators, and library school students with timely content that links directly to information on ALSC events, programs, and services. All emails are optimized for mobile viewing. There are four sections of information on news and opportunities within ALSC. The average open rate is 29% and the average click rate is 7%.

\*Please contact Bill Spilman, [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com), for reservations.  
\*\*Send images and text to Dan Bostrom, [dbostrom@ala.org](mailto:dbostrom@ala.org).

## PRICING

Position A - 728px x 90px leaderboard, appears below the ALSC header, but above the first section \$400.

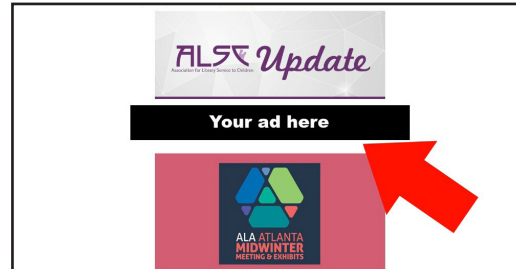
Position B - 728px x 90px leaderboard appears above second section, below the first. \$300.

Position C - 728px x 90px leaderboard, appears above third section, below the second. \$250.

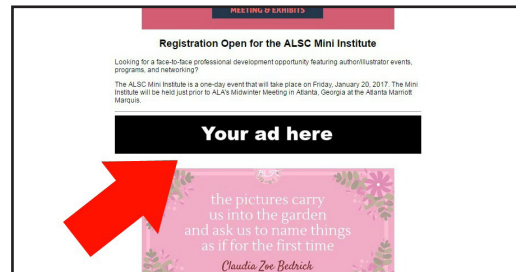
Position D - 728px x 90px leaderboard appears above the fourth section, below the third. \$200.

## ISSUANCE

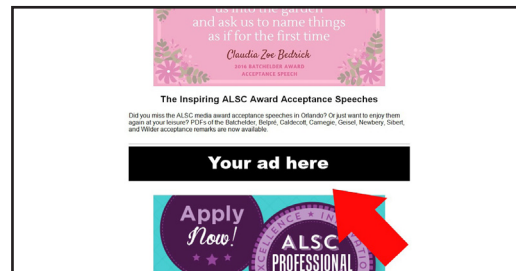
The ALSC Update is distributed every Wednesday. Ad reservations and materials are due the last Friday of the month prior.



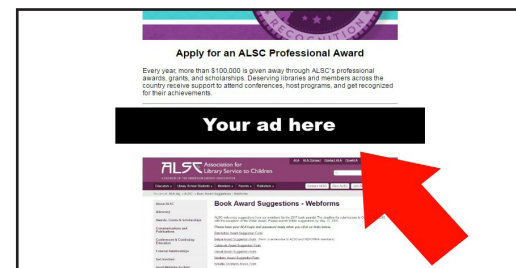
Position A.



Position B.



Position C.



Position D.

# ALSC 2017 Advertising Contract & Insertion Order

Company \_\_\_\_\_  
 Size \_\_\_\_\_ Frequency \_\_\_\_\_  
 Color \_\_\_\_\_ Rate \_\_\_\_\_ Placement \_\_\_\_\_  
 Purchase Order Number \_\_\_\_\_  
 Contract Authorized by (print) \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**Advertising Contact** \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Bill to (if different)**  
 Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

### 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 cancelled. All cancellations must be confirmed in writing.

### Payment

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 commission is 15% of gross for recognized agencies.

**2017 Children & Libraries Ad Placement**  
 (check all that apply)

**Volume 15, Issue 1  
Spring 2017**  
 Reservations: January 27  
 Materials: February 3

**Volume 15, Issue 2  
Summer 2017**  
 Reservations: April 18  
 Materials: May 9

**Volume 15, Issue 3  
Fall 2017**  
 Reservations: July 18  
 Materials: August 8

**Volume 15, Issue 4  
Winter 2017**  
 Reservations: October 17  
 Materials: November 7

**2017 Blog or Update Ad Placement**  
 (check all that apply)

ALSC Blog	ALSC Update
<input type="checkbox"/>	<input type="checkbox"/>
January <input type="checkbox"/>	July <input type="checkbox"/>
February <input type="checkbox"/>	August <input type="checkbox"/>
March <input type="checkbox"/>	September <input type="checkbox"/>
April <input type="checkbox"/>	October <input type="checkbox"/>
May <input type="checkbox"/>	November <input type="checkbox"/>
June <input type="checkbox"/>	December <input type="checkbox"/>

Please send completed contract to:

bill@innovativemediasolutions.com  
 phone: 309-483-6467  
 toll free: 877-878-3260  
 fax: 309-483-2371

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