



2019 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 digital—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, recipient of an honorable mention for Best Blog from PR News

ALSC Update, direct emails to ALSC members and subscribers

We welcome you to connect with our community!



Children & Libraries

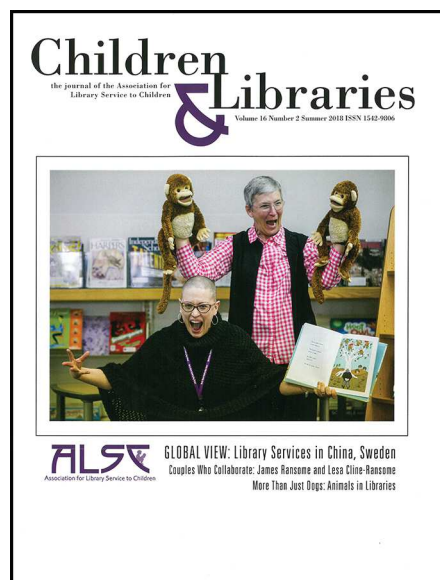
READERSHIP

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; selecting furnishings and equipment; and designing welcoming and innovative spaces for youth in libraries.

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 2019	February 1	February 8	March
Summer 2019	April 18	May 9	June
Fall 2019	July 18	August 8	September
Winter 2019	October 17	November 7	December



ALSC Blog

READERSHIP

The ALSC Blog reaches librarians, academics, and children's literature experts and enthusiasts, and averages close to 21,000 sessions and 32,000 page views per month.

Administered by a professional blog manager, the blog consistently delivers high-quality, creative content, added daily by a team of regular writers, who contribute on topics such as:

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

RECOGNITION

The blog received an honorable mention in the Best Blog category of the 2017 PR News Social Media Awards and is listed on Feedspot's Top 100 Children's Books Blogs list.

*For reservations or questions, please contact Bill Spilman, bill@innovativemediasolutions.com.

**Send image(s) and URL(s) to Elizabeth Serrano, eserrano@ala.org

PRICING

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

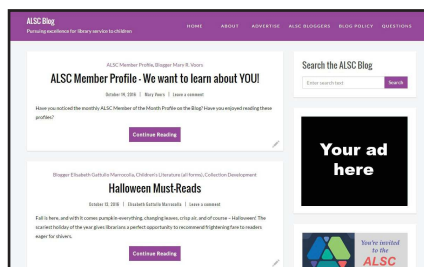
- Position A - \$400/month
- Position B - \$300/month
- Position C - \$200/month

SPECIFICATIONS

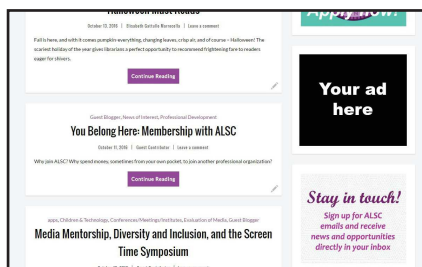
Please provide a URL link and an RGB image (300px x 250px) saved at 72 dpi in either .jpg or .gif format and with a maximum size of 50 kb.

DEADLINES

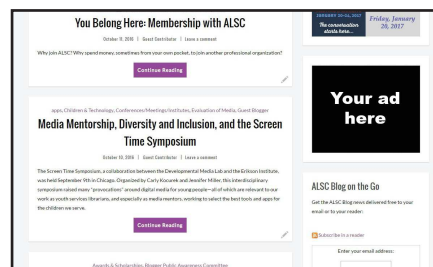
Ad reservations and materials are due no later than the 25th of the month prior.



Position A.



Position B.



Position C.



ALSC Update

READERSHIP

ALSC Update is delivered to current ALSC members and subscribers every week and reaches nearly 4,500 librarians, educators, and library school students with timely content that links directly to information on ALSC events, programs, and resources. The email messages are optimized for mobile viewing. The average open rate is 29% and the average click rate is 14%.

*Please contact Bill Spilman, bill@innovativemediasolutions.com, for reservations.

**Send image(s) and URL(s) to Elizabeth Serrano, eserrano@ala.org.

PRICING

Position A - \$275/week

Appears between the header & the first news item

Position B - \$250/week

Appears between the first & second news items

Position C - \$225/week

Appears between the second & remaining news items

Position D - \$200/week

Appears between the third & fourth news items

SPECIFICATIONS

Positions A-C

Please provide an RGB image, 600px x 75px, saved at 72 dpi in either .jpg or .gif format.

Position D

Please provide an RGB image, 300px x 250px, saved at 72 dpi in either .jpg or .gif format.

DEADLINES

Ad reservations and materials are due at least two weeks prior to the requested Update mailing date.



Position A.



Position B.



Position C.



Position D.

ALSC Advertising Contract & CAL Insertion Order

Attention: Blog & Update advertisers! Please be sure to complete this ALSC Advertising Contract, including all contact information and signature, and submit along with the insertion order on the following page.

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 _____

2019 Children & Libraries Ad Placement (check all that apply)	
<input type="checkbox"/>	Volume 17, Issue 1 Spring 2019 Reservations: February 1 Materials: February 8
<input type="checkbox"/>	Volume 17, Issue 2 Summer 2019 Reservations: April 18 Materials: May 9
<input type="checkbox"/>	Volume 17, Issue 3 Fall 2019 Reservations: July 18 Materials: August 8
<input type="checkbox"/>	Volume 17, Issue 4 Winter 2019 Reservations: October 17 Materials: November 7

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.

Please send completed contract to:	
bill@innovativemediasolutions.com	Bill Spilman
phone: 309-483-6467	Innovative Media Solutions
toll free: 877-878-3260	320 W. Chestnut Street
fax: 309-483-2371	Oneida, IL 61467

ALSC Blog & ALSC Update Insertion Order

In order to reserve your space on the ALSC blog or in ALSC Update, please complete the **ALSC Advertising Contract** (see previous page), including complete contact information and signature, and submit it with this Insertion Order to Bill Spilman (bill@innovativemediasolutions.com; fax: 309-483-2371).

ALSC Blog

Check requested month(s) and circle desired ad position.

POSITION: A B C

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

ALSC Update

Add Wednesday date(s) requested & circle the desired position.

POSITION: A B C D

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