



PublicLibrary
ASSOCIATION



2024 Media Planning Guide



The Public Library Association (PLA) is the largest association dedicated to supporting the unique and evolving needs of public library professionals.

Founded in 1944, PLA serves nearly 8,800 members in public libraries large and small in communities across the United States and Canada, and a growing presence around the world.

PLA provides valuable continuing education opportunities, innovative initiatives tailored specifically for

public libraries, and hosts a biennial conference that draws thousands of public library professionals from across the country and around the world.

In collaboration with its parent organization, the American Library Association, PLA strives to help its members shape the essential institution of public libraries by serving as an indispensable ally for public library leaders.

PublicLibraries

Released six times per year, our publication provides members with invaluable resources for professional growth, problem-solving, ongoing education, and up-to-date library insights. Authored by public librarians and public library staff members, each issue features articles and regular columns tailored exclusively to the needs of the public library community.

PUBLIC LIBRARIES ONLINE

Public Libraries Online is the digital companion to Public Libraries magazine. Its primary mission is to provide a dynamic platform that addresses the evolving needs and interests of the public library world. With a focus on immediacy, PL Online provides up-to-date articles that shed light on current hot topics and critical issues affecting public libraries. The platform facilitates engagement and interaction, allowing readers to join the conversation. The site covers a wide range of topics, including emerging trends, innovative practices, community engagement, books and authors, technology advancements, and more.



Reach the Decision-Makers in Public Libraries

Readers of Public Libraries magazine play a vital role in shaping library budgets, turning to PL for guidance in strategic purchasing decisions. Their acquisitions span a broad spectrum of essentials, including books in multiple languages, nonprint media, hardware, and software, automation and security systems, furniture, programming supplies, and numerous other resources that contribute to the daily enrichment of public libraries. Additionally, libraries may invest in digital subscriptions to online databases and research platforms, educational materials such as STEM kits and learning aids, audiovisual equipment for events and presentations, preservation and conservation supplies, outreach materials like promotional items and signage, accessibility tools, maker space equipment, professional development resources, environmental sustainability initiatives, and community engagement resources such as mobile libraries and bookmobiles.

Job Titles

Library Director	47%
Deputy Director	5%
Librarian	48%

Librarian Job Functions

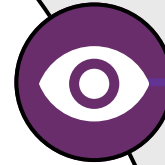
Acquisitions	Outreach
Adult Reference	Public Services
Business Info. Specialist	Reference
Cataloger	Technical
Children's	Services
Collection Development	Teen/YA Services
Development and Public	Web Services
Relations	



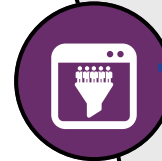
Membership & Subscribers by Region

U.S. 98% **Canada 2%**

Audience Engagement



185K
Monthly Page Views



15K
Monthly Website Visitors



48K
Social Media Followers



4.5K
e-Blast Recieptents



4.5K
Newsletter Readers

Editorial Calendar & Deadlines



<u>ISSUE</u>	<u>RESERVATIONS</u>	<u>ARTWORK</u>	<u>THEME</u>
Jan/Feb 2024	CLOSED	CLOSED	Powerful Partnerships: Thriving Through Collaboration
Mar/Apr 2024	CLOSED	CLOSED	Insights and Inspiration
May/Jun 2024	CLOSED	CLOSED	AI: Illuminating Possibilities
Jul/Aug 2024	30-May	6-Jun	Readers Advisory & Family Engagement
Sep/Oct 2024	2-Jul	8-Jul	Advocacy & Data
Nov/Dec 2024	2-Sep	9-Sep	"Empowering Literacy": Unlocking Opportunities for All

Public Libraries Magazine



**Readership
8,800**

PAGE SIZE

1/2 Page-Color

Full Page-Color

SPECS

7.25" x 4.5"

8.00" x 10.5"

RATE

\$ 1,500

\$ 2,000

Specs: Hi-Res PDF, 300 DPI Bleeds add .0125" on all sides

Public Libraries Online



Public Libraries Online is the open access companion website to the bi-monthly print publication providing frequent updates, op-ed pieces, e-book reviews, author interviews, and more.

17K

MONTHLY
USER SESSIONS

185K

MONTHLY
IMPRESSIONS

3%

AD
CLICKS

ADVERTISING OPTIONS

Rates reflect one month on the site

Leaderboard Banner

Rate: \$1,600

Specs: 970 x 250 px

Square Banner

Rate: \$1,000

Specs:
300 x 250 px

PLA Advertorials



Turn your print ad into an advertorial. Get the look and feel of a news article that readers will associate with our editorial reputation. An effective addition to your marketing mix.

Content thru advertorials provides value to our readers beyond advertising your products or services. Examples might include offering insights, tips, or relevant information that our audience will find useful and engaging.

Advertorials = Multi-Channel Marketing

Rate: \$4,500

- Sponsored content article in Public Libraries Magazine (print & digital formats)
- Digital article posted to Public Libraries Online
- Posts to social media platforms with link to full article
- Content remains discoverable on the site indefinitely
- Engagement metrics available at month-end



Advertorials (guidelines & specs)

File Requirements:

- Text up to 800 words
- Logo image: 300 x 500 px & URL

Advertorial Guidelines:

- Relevance: Ensure that your advertorial is relevant to our blog's theme and aligns with the interests of our audience. It should offer valuable insights or information related to the topics we cover.
- Transparency: Public Libraries and Public Libraries Online will clearly indicate that the content is sponsored or promotional in nature.
- Quality Content: Submit well-written and engaging advertorials that meet our quality standards. The content should be informative, educational, or entertaining and should provide value to our readers beyond just advertising your products or services.
- Collaboration and Approval: We ask that you send in your post for our approval before finalizing the content to ensure it aligns with our editorial standards and that it maintains a consistent tone and style with our publication. All advertorials will be edited for grammar, style, consistency.
- Accuracy and Substantiation: Any claims or statements made in your advertorial should be accurate and supported by evidence, where applicable. Avoid misleading or deceptive content that could undermine the trust of our audience.
- Value for Readers: Focus on providing value to our readers through your advertorial. Offer insights, tips, or relevant information that our audience can benefit from. Strive to create content that is genuinely useful and engaging.
- We reserve the right to cancel any advertorial for any reason that we deem necessary or appropriate, including but not limited to cases where the content does not meet our standards or align with our content guidelines.

PLA Insider Newsletter



PLA Insider is the biweekly bulletin exclusively for members. It provides information about current initiatives, continuing education, upcoming publications, jobs and more.



4.5K

DISTRIBUTION

40%

OPEN RATE

20%

CLICK RATE

Advertising Options

Leaderboard banner only: **Rate: \$1,000**

Leaderboard banner plus sponsored content space: **Rate: \$1,500**

PLA e-Blast



Rate: \$1,500

Per Release

Create your own exclusive message and content for deployment to our members. Metrics report available upon request.

4.5K

DISTRIBUTION

29%

OPEN RATE

3%

CLICK RATE

FILE SPECS

- HTML file and subject line
- All fonts, images and links must be embedded into a single file
- Max file size: 100KB
- Max layout width: 728 px

FYI Podcast



About FYI

FYI gives you intimate access to a devoted, captivated audience and offers you a highly engaging means of delivering your message.

Average Monthly Downloads

1,150

**IF YOU VALUE ENGAGEMENT,
AUDIO SHOULD BE PART OF
YOUR MARKETING PLAN**

Podcast Commercial

Rate: \$2,000

- Pre-roll sponsor mention
- Mid-roll sponsor commercial (1 min. max)
- Post-roll sponsor acknowledgement
- Sponsor branding on all program marketing

Program Marketing Includes:

- PLA e-News story and link
- Social media posts
- Recording posted to **Public Libraries Online**
- Downloads reported one month post release

Sponsored Webinars



Take this opportunity to present a live, 60-minute, interactive presentation offering relevant and useful information that benefits and enriches the role of today's public librarians and their libraries. These popular and well-regarded web presentations allow sponsors to promote their brands and generate leads.

Program Details & Marketing

Sponsor supplies the program summary, speaker bios and head-shots, and power-point, then we take care of the rest including:

- Set up and maintain the registration site
- Create invitation
- Market program 4 weeks in advance thru multiple PLA channels
- Post-webinar survey collects attendee data and feedback
- Program is recorded and archived

Invite List

8,800

Average
Registrations

1,0000

Average
Attendance

45%

Sponsor Benefits:

- Post-presentation suite of metrics
- Full lead list
- MP4 file for further marketing
- Perpetual program access discoverable thru PLA's media channel

Rate: \$6,500

PLA Artwork Portal



The Public Library Association now has a dedicated site for all artwork associated with our advertising products including e-Blasts, newsletters, online banners, print & advertorials and podcasts.

[PLA Artwork Portal](#)

The site is **NOT** to be used to place a reservation. You should continue to place all reservations directly with Pam Marino.

All advertisers should have an ad schedule specific to your reservations. Please reach out to Pam Marino if you do not have that schedule. Take careful note of these deadlines as **reminders for artwork will not be sent. Missed deadlines will result in repeat ads that we have on file or no ad run at all. Payment will be expected in either case.**

Thank you in advance for your cooperation and for being a valued advertiser with The Public Library Association.

Contact Information



Pam Marino
Program Director for Advertising,
Sponsorships & Underwriting

✉ pmarino@ala.org

📞 860-301-1285

A headshot of Pam Marino, a woman with long blonde hair, smiling, wearing a dark top and a necklace.

Terms & Conditions

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising for any reason.

Advertisements are accepted and published entirely on the consideration that the advertiser and its agency, jointly and severally, will indemnify and hold harmless PLA, its officers, agents and employees against any claims or suits based upon any aspect of an advertisement.

Neither the advertiser nor its agency may cancel an advertisement after the reservations deadline. Cancellations must be in writing and submitted to the Advertising Sales Manager by the noted deadline.