



2023 Media Kit



*Take your message to librarians
and educators who matter*

www.ala.org/yalsa

Advertising with YALSA



Reach 3,600+ library staff and administrators who work in teen services by taking advantage of YALSA's affordable advertising opportunities! Opportunities are available electronically and in print.

Read on to find out how to get your message into:

- YALSA's weekly e-newsletter, *YALSA E-News*
- YALSA's blogs: The Hub and YALSAblog
- YALSA's annual Young Adult Services Symposium
- YALSA's award-winning digital journal, *Young Adult Library Services*

YALSA E-News

YALSA E-News

YALSA's email newsletter, *YALSA E-News*, brings association news to YALSA's 3,600+ members every Wednesday. *YALSA E-News* gives members the latest YALSA news and updates on book awards and lists, grants, ALA Annual Conference, ALA Midwinter Meeting, YALSA's annual Young Adult Services Symposium, and more.

Learn more at www.ala.org/yalsa/enews

Readership

YALSA E-News is read by school librarians, youth services librarians, library staff, educators, and managers in public, middle school, and secondary school libraries, as well as library school students and faculty in library graduate schools.

These professionals are responsible for the selection, acquisition, maintenance, and circulation of books, magazines and newspapers, multimedia materials, and software and hardware. They offer guidance on reading, viewing and listening to teens/tweens and their families, as well as reference services, digital literacy instruction, and more. All readers are members of the Young Adult Library Services Association (YALSA), a division of the American Library Association (ALA).

Circulation

The newsletter is sent to all YALSA members with a valid email address, with additional "pass-along" distribution by members, who are encouraged to share YALSA E-News with colleagues.

More than 3,600 professionals receive YALSA E-News each week. Average open rate in 2021 was 42.7% with a click rate of 5.4%.

Issuance

YALSA E-News is distributed every Wednesday. Reservations and ad material are due on the 25th of the month prior to the contracted issue.

Issue Sponsorship

\$500 per issue

Sponsoring an issue of *YALSA E-News* includes a 600 x 60 top banner ad (JPG or GIF, 72 dpi) and inclusion of logo and 50-word description at the end of the issue.

Advertising Space

	1x	3x	6x
300 x 250 boombox	\$300	\$250	\$200

Files should be JPG or GIF, RGB, and no larger than 80K. Please contact Bill Spilman, YALSA Ad Sales Rep., at bill@innovative mediasolutions.com.

The screenshot shows the top of an email newsletter. At the top, it says "News You Need This Week from YALSA!" with a link to "View this email in your browser". Below this is the YALSA e-news logo, which includes the text "the electronic newsletter of the Young Adult Library Services Association". A large green banner with the text "600x60" is prominently displayed. Below the banner, there are several sections: "YALSA Program Vote for Annual 2018" with a megaphone icon, "Tell Us What You've Been Up To!" with a notepad icon, and a "September donors" list. On the right side, there are social media links for Facebook, Twitter, and YALSA, and buttons for "Contact Us", "E-News Archive", and "Calendar". At the bottom, there is a "Blog for the YALSAblog!" section with a hand icon. The bottom of the screenshot shows a large green banner with the text "300 x 250" and a link to "Register by Oct 13 for advanced registration rates!".

Contract & Insertion Order

Copy and Contract Regulations

All advertising is subject to the 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.

Payment

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within thirty 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.

Company _____
Size _____
Frequency _____
Rate _____
Purchase Order Number _____
Contract Authorized by (print) _____
Signature _____
Date _____

Advertising Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Bill To (if different) _____
Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Please send completed contract to:

Bill Spilman, Innovative Media Solutions
320 W. Chestnut St., P.O. Box 399
Oneida, IL 61467
phone: (309) 483-6467
toll-free: 1-877-878-3260
fax: (309) 483-2371
e-mail: bill@innovativemediasolutions.com

2023 YALSA E-News

January

☐ 4 ☐ 11 ☐ 18 ☐ 25

February

☐ 1 ☐ 8 ☐ 15 ☐ 22

March

☐ 1 ☐ 8 ☐ 15 ☐ 22 ☐ 29

April

☐ 5 ☐ 12 ☐ 19 ☐ 26

May

☐ 3 ☐ 10 ☐ 17 ☐ 24

June

☐ 5 ☐ 12 ☐ 19 ☐ 26

July

☐ 5 ☐ 12 ☐ 19 ☐ 26

August

☐ 2 ☐ 9 ☐ 16 ☐ 23 ☐ 30

September

☐ 6 ☐ 13 ☐ 20 ☐ 27

October

☐ 4 ☐ 11 ☐ 18 ☐ 25

November

☐ 1 ☐ 8 ☐ 15 ☐ 22 ☐ 29

December

☐ 6 ☐ 13 ☐ 20 ☐ 27

YALSA's Blogs

YALSAblog



The mission of the YALSAblog is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog had an average of over 6,719 page views each month in 2020.

Visit YALSAblog at yalsa.ala.org/blog

Advertising Space

Size	Rate
300 x 250 boombox	\$250

All rates based on a one-month run.

The Hub



The Hub: Your Connection to Teen Collections is YALSA's blog that provides a one-stop-shop for information about all things related to library collections and content curation. New daily content is created by librarians and teens, with a particular focus on what's new and trending. The Hub was nominated for an Edublog Award for best group blog and had an average of 25,012 pageviews each month in 2021.

Visit The Hub at www.yalsa.ala.org/thehub

Advertising Space

Size	Rate
300 x 250 boombox	\$500

All rates based on a one-month run.

Materials and Reservations

- Due on the 20th of the month prior to posting
- Include click-through URL and mouse-over text with instructions.
- Files should be JPG or GIF, RBG, and no larger than 80k. Please contact Bill Spilman, YALSA Ad Sales Rep., bill@innovative mediasolutions.com with mechanical questions.

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Company _____

Address _____

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Phone _____

Fax _____

E-mail _____

Bill To (if different) _____

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Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

YALSAblog

300 x 250 Boombox

\$250

Month(s) _____

The Hub

300 x 250 Boombox

\$500

Month(s) _____

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Young Adult Library Services

**DIGITAL
ONLY!**

YALSA's award-winning, **digital** quarterly journal is a five-time APEX Award winner in the category of journals and magazines over 32 pages. *YALS* reaches more than 3,600 library staff and administrators who work in public and school libraries, directly with young adults ages 12-18, library school students, and instructors.

Young Adult Library Services serves as the official journal of the Young Adult Library Services Association (YALSA), a division of the American Library Association. The journal serves as a vehicle for promoting best practices in all aspects of library services for and with teens including, designing learning spaces, building collections, leveraging technology employing youth development principles.

Learn more about *YALS* at <http://yalsa.ala.org/blog/yals>.



HTML5 Flipbook Interface

- Advertising options: pop-up message, start page, sidebar widget, and video
- Accessible on any browser based mobile device or laptop/desktop computer
- Text only reading mode for small devices
- Functionality includes ability to print pages, search individual issues and across archived issues,
- Access live hyperlinks, view advertiser index, access archive issues, save issues or individual pages as PDF's, access articles from the Table of Contents
- Responsive Article News Feed allows users to view content as a news feed format rather than flip book format

Please contact Interim Executive Director LaMoya Burks at lburks@ala.org, to gain access to a free sample issue to explore the digital platform.

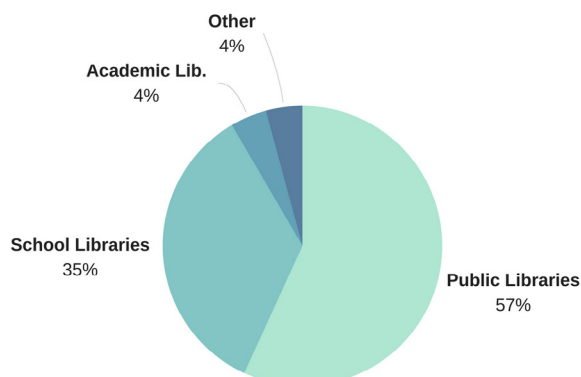
Circulation

Members: 2,959 | Subscribers: 52 | Total: 2,647

Readership Facts & Statistics

Issue	Total Page Views	Unique Page Views
Volume 19, no. 3	6,912	4,450
Volume 19, no. 4	3,206	2,136
Volume 20, no. 1	4,911	2,996

YALS Readers



YALS boasts a diverse subscriber base:

- 39% of YALSA's members serve in a supervisory capacity at their libraries
- 64% of YALSA members have more than seven years' library experience; 34% have 16 years or more.
- 20% of YALSA's members (and *YALS* readers) are graduate students
- Nearly 50% have full purchasing power at their library; an additional 42% make purchasing recommendations

Young Adult Library Services

**DIGITAL
ONLY!**

Advertising 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.

Frequency Discounts & Agency Commissions

Discounts are based on the number of insertions and sponsorships placed within 12 months of the first insertion. To qualify, insertion orders or contracts must be in writing.

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

Schedule

Issue	Closing Date	Materials Deadline
Volume 20, no. 3	Jan. 2, 2023	Jan. 8, 2023
Volume 20, no. 4	Mar. 16, 2023	Mar. 23, 2023
Volume 21, no. 1	June 1, 2023	June 8, 2023
Volume 21, no. 2	Sept. 1, 2023	Sept. 8, 2023
Volume 21, no. 3	Dec. 1, 2023	Dec. 8, 2023

Standard Advertising Page Rates

Premium Space	1x	2-3x	4x
Cover 2	\$1000	\$900	\$850
Cover 3	\$800	\$735	\$680
Cover 4	\$800	\$735	\$680
Pages 1-9	\$880	\$790	\$750

Size	1x	2-3x	4x
Full page	\$800	\$735	\$680
2/3 page	\$680	\$625	\$575
1/2 page	\$600	\$550	\$510
1/3 page	\$520	\$480	\$440

Mechanical Specifications

Space Width x Depth (inches/picas)

Full page	7.375 x 9.675 / 44p3 x 58p0
2/3 page	4.85 x 8 / 29p1 x 48p3
1/2 page island	4.85 x 7.25 / 29p1 x 43p8
1/2 page vertical	3.75 x 8 / 22p1 x 48p3
1/2 page horizontal	7.375 x 4 / 44p3 x 23p9
1/3 page vertical	2.3 x 8 / 13p9 x 48p3
1/3 page horizontal	7.375 x 2.6 / 44p3 x 15p10

Trim size: 8.375 x 10.875 / 50p3 x 65p3

Materials: Must be delivered as PDF files (PDFX-1a compliant and/or 300 dpi - 4/c and 1200 dpi - b/w)

File Instructions

Identify material by name of advertiser, journal, and issue (e.g., ALA_YALS_vol20no3.pdf). Send contract, insertion orders, correspondence, and electronic ad files to Bill Spilman at bill@innovativemediasolutions.com.

Contract & Insertion Order

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Company _____

Size _____

Frequency _____

Rate _____

Placement _____

Purchase Order Number _____

Contract Authorized by (print) _____

Signature _____

Date _____

Advertising Contact _____

Company _____

Address _____

City/State/Zip _____

Phone _____

Fax _____

E-mail _____

Bill To (if different) _____

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Phone _____

Fax _____

E-mail _____

Young Adult Library Services

☐ *Volume 20, no. 3*

Reservations: Jan. 2, 2023

Materials: Jan. 8, 2023

☐ *Volume 20, no. 4*

Reservations: Mar. 16, 2023

Materials: Mar. 23, 2023

☐ *Volume 21, no. 1*

Reservations: June 1, 2023

Materials: June 8, 2023

☐ *Volume 21, no. 2*

Reservations: Sept. 1, 2023

Materials: Sept. 8, 2023

☐ *Volume 21, no. 3*

Reservations: Dec. 1, 2023

Materials: Dec. 8, 2023

Please send completed contract to:

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Oneida, IL 61467

phone: (309) 483-6467

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fax: (309) 483-2371

e-mail: bill@innovativemediasolutions.com

Young Adult Library Services

**DIGITAL
ONLY!**

Special Advertising Opportunities

YALS' digital platform allows for additional advertising opportunities such as a popup welcome message, sidebar ads, videos, and more! An exclusive e-blast advertising opportunity is also available.

E-blast

160x600 skyscraper ad

Exclusive opportunity for advertisers to reach YALSA members (4,500+) and YALS subscribers. E-blast is sent out every time a new issue is released.

Pop-up welcome message (interstitial page)

A pop-up welcome message/ad that appears before the issue opens.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

Start page (presentation page)

A start page that appears directly along the left-side of the issue's cover.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

Left Sidebar Widget

A left sidebar that appears alongside the issue. It allows for ads with max dimensions of 120 x 600 (skyscraper), 728x90 (banner), or 160x600 (wide skyscraper).

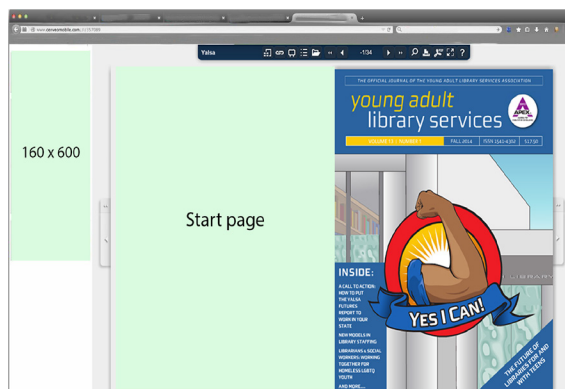
Files must be delivered as a JPG.

Video Enhancements

Video enhancements can be placed within the digital issue to compliment or enhance existing ad material.

Videos must be supplied via a link (Youtube, Vimeo, etc) or in either MP4, F4V or FLV video format with the following requirements:

- Can be set to auto-play or click to play.
- Can be embedded on a page or as a popup.
- Recommended resolution: 640W x 360H
- Recommended bitrate: between 300kb/s and 700kb/s.
- Maximum file size:100MB.
- The only supported audio codec for FLV files is MP3.
- MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.



Space	Rate
160x600 skyscraper ad (e-blast)	\$1000
Pop-up page 8.375 x 10.875	\$750
Start page 8.375 x 10.875	\$1000
Sidebar Widget (multiple sizes available)	\$1000
Video (interior)	\$500

File Instructions

Identify material by name of advertiser, journal, and issue (e.g., ALA_YALS_Spring2019.pdf). Send contract, insertion orders, correspondence, and electronic ad files to Bill Spilman at bill@innovativemediasolutions.com.

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fax: (309) 483-2371
e-mail: bill@innovativemediasolutions.com

Young Adult Library Services (digital)

Volume 20, no. 3

☐ 160 x 600 skyscraper ad (e-blast)

☐ Pop-up page ☐ Start page

☐ Left Sidebar Widget

☐ Video Enhancement

Reservations: Jan. 2, 2023

Materials: Jan. 8, 2023

Volume 20, no. 4

☐ 160 x 600 skyscraper ad (e-blast)

☐ Pop-up page ☐ Start page

☐ Left Sidebar Widget

☐ Video Enhancement

Reservations: Mar. 16, 2023

Materials: Mar. 23, 2023

Volume 21, no. 1

☐ 160 x 600 skyscraper ad (e-blast)

☐ Pop-up page ☐ Start page

☐ Left Sidebar Widget

☐ Video Enhancement

Reservations: June 1, 2023

Materials: June 8, 2023

Volume 21, no. 2

☐ 160 x 600 skyscraper ad (e-blast)

☐ Pop-up page ☐ Start page

☐ Left Sidebar Widget

☐ Video Enhancement

Reservations: Sept. 1, 2023

Materials: Sept. 8, 2023

Volume 21, no. 3

☐ 160 x 600 skyscraper ad (e-blast)

☐ Pop-up page ☐ Start page

☐ Left Sidebar Widget

☐ Video Enhancement

Reservations: Dec. 1, 2023

Materials: Dec. 8, 2023



***Check out our Sponsor Guide for sponsorship opportunities for YALSA's events and celebrations
<http://tinyurl.com/yalsasponsor>***