The Association of College & Research Libraries (ACRL) is the higher education association for academic libraries and library workers. Representing more than 9,000 individuals and libraries, ACRL (a division of the American Library Association) develops programs, products, and services to help those working in academic and research libraries learn, innovate, and lead within the academic community. Founded in 1940, ACRL is committed to advancing learning, transforming scholarship, and creating diverse and inclusive communities.

**College & Research Libraries News**, provides articles on the latest trends and practices affecting academic and research libraries and serves as the official news magazine and publication of record of the ACRL. Monthly columns include Scholarly Communication, The Way I See It, Internet Resources, Internet Reviews, Washington Hotline, Grants and Acquisitions, and People in the News. Other regular features include ACRL TechConnect, Perspectives on the Framework, and International Insights. C&RL News is an online only open access publication.

**College & Research Libraries**, is the top-ranked peer reviewed journal in library science. As an online only, open access journal, it reaches far beyond the member community. Published six times a year, articles explore a broad scope of topics, such as improving user outreach, analyzing eBook packages, studying how policies are implemented across many libraries, and using technology to improve services.

**RBM:**
*A Journal of Rare Books, Manuscripts, and Cultural Heritage*

**Rare Books & Manuscripts** is the professional journal for special collections librarianship. It is read and consulted by almost every librarian working with rare books, manuscripts, and many types of artifacts in special collections in the United States and around the world. Further, it has readership among archivists and other cultural heritage professionals. RBM is published twice a year and is available both in print and free online.
Carnegie Class
University Library 48%
Comprehensive Library 20%
Four-year/Baccalaureate 12%
Two-year Technical 9%

Membership & Subscribers by Region
U.S. 95%  APAC 1%
Canada 3%  EMEA 1%

Job Title
Academic Librarian 70%
Deans & Library Directors 20%
Administration 5%
Instructor/Faculty 3%
Department Head 2%

Job Function
Reference/Research 40%
Information Literacy 25%
Collection Development 10%
Cataloging/Tech Services 8%
Subject Specialist 5%
Archivists/Special Collections 5%

Figures based on current membership of 9K
The Association of College & Research Libraries is home to a vibrant community of deep-thinking, committed members who understand the issues that are unique to academic and research libraries. They represent all types of libraries across the country and abroad. They are motivated by the extraordinary possibilities that higher education offers and are indispensable partners in making our educational communities more effective. Reach this distinct audience through any one of our marketing channels each of which extend well beyond the membership.
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<th>Banner Type</th>
<th>Size</th>
<th>Price per month</th>
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<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728 x 90 px</td>
<td>$1,000</td>
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<tr>
<td>Vertical Banner</td>
<td>160 x 600 px</td>
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- **775K** MONTHLY PAGE VIEWS
- **2%** CLICK-THRU RATE
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Ad Specs
728 x 90 px jpg and URL

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