About ACRL

The Association of College & Research Libraries (ACRL) is the higher education association for academic libraries and library workers. Representing more than 8,500 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

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

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 8.5K
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.
# Digital Marketing

## Website Banners

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>728 x 90 px</td>
<td>$1,000</td>
</tr>
<tr>
<td>Vertical Banner</td>
<td>160 x 600 px</td>
<td>$800</td>
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</tbody>
</table>

*Rate reflects placement on both C&RL News Online and C&RL Online

- **42K** MONTHLY USER SESSIONS
- **775K** MONTHLY PAGE VIEWS
- **2%** CLICK-THRU RATE
The **ACRL Update, Keeping Up With, and TOC Alert** newslatters provide members with information about ACRL initiatives, professional development opportunities, new publications, and trends in academic librarianship.

- Leaderboard banner only: $1,000
- Leaderboard banner & sponsored content space: $1,500

**Ad Specs:**
- **Leaderboard banner:** 728 x 90 px jpg/png file & URL
- **Sponsored Content:** minimum 100 words plus image 250 x 250 px OR 500 x 100 px, jpg/png file & URL
Digital Marketing

**e-Blast**  $1,875 per release

Create our own content & exclusive message to be distributed thru ACRL to over 10,000+ research and academic librarians.

**File Specs**
- HTML file and subject line
- All fonts, images and links must be embedded into a single file
- Maximum file size: 100KB
- Maximum layout width: 728 px
RBM: Rare Books, Manuscripts & Cultural Heritage

RBM is published bi-annually in print and freely available online

<table>
<thead>
<tr>
<th>SPECS</th>
<th>RATE</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>5&quot; x 8.25&quot;</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>5&quot; x 4&quot;</td>
</tr>
<tr>
<td>COVER</td>
<td>7&quot; x 10&quot;</td>
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</tbody>
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Trim size: 7" x 10" single column format

970 READERS    1.3K USER SESSIONS  6.1K PAGE VIEWS
RBM Con’t

Website Banner
Leaderboard Banner
728 x 90 px $500

Vertical Banner
160 x 600 px $400

Rates reflect 6-month run on RBM Online

3.5K Impressions
2% Click Rate

e-Blast $650
Create your own exclusive message to be distributed thru ACRL to 1,000 RBM readers.

TOC Alert $800
The new issue alert distributed to ACRL’s RBMS section.

Ad Specs: Leaderboard banner: 728 x 90 px jpg file & URL

File Specs
- HTML file and subject line
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- Maximum layout width: 728 px
Contact Information

To inquire about advertising with ACRL contact:
Pam Marino, Program Director for Advertising, Sponsorships & Underwriting
pmarino@ala.org

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 ACRL, 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.