



## 2023 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**, #5 in Feedspot's Top 50 Library Blogs & Websites for Librarians

**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 by 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
½ page (horizontal)	7.375 x 4.925
½ 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
¼ 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

4,000 members and paid subscribers, plus pass-alongs

Issue	Reservation Due	Materials Due	Mails Out
Spring 2023	February 3	February 24	March
Summer 2023	April 14	May 5	June
Fall 2023	July 17	August 8	September
Winter 2023	October 13	November 3	December



# ALSC Blog

## READERSHIP

The ALSC Blog reaches librarians, academics, and children's literature experts and enthusiasts, and averages close to 20,000 sessions and 50,000 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 appears in Feedspot's Top 50 Library Blogs and Websites for Librarians.

\*For reservations or questions, please contact Bill Spilman, [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

\*\*Send image(s) and URL(s) to the ALSC Office at [alsc@ala.org](mailto:alsc@ala.org).

## PRICING

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

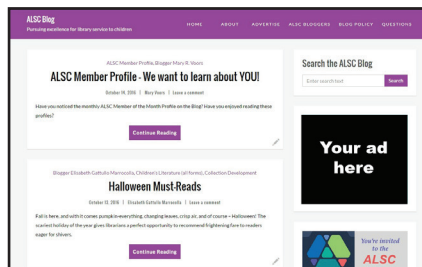
Position A - \$400/month  
Position B - \$300/month  
Position C - \$200/month

## SPECIFICATIONS

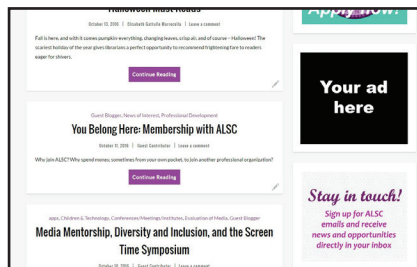
Please provide a URL link and an RGB image (300px x 250px) saved at 72 dpi in either .jpg or .gif format and with a maximum size of 50 kb.

## DEADLINES

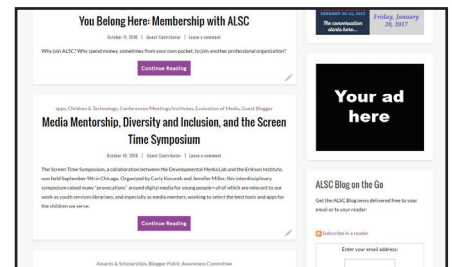
Ad reservations and materials are due no later than the 25th of the month prior.



Position A.



Position B.



Position C.

# ALSC Update

## READERSHIP

ALSC Update is delivered to current ALSC members and subscribers every week and reaches nearly 4,600 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 36% and the average click rate is 10%.

\*Please contact Bill Spilman, [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com), for reservations.

\*\*Send image(s) and URL(s) to the ALSC Office at [alsc@ala.org](mailto:alsc@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

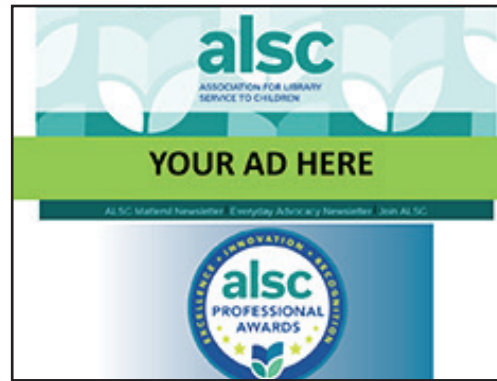
Please provide an RGB image, 600px x 75px, saved at 72 dpi in either .jpg or .gif format.

### Position D

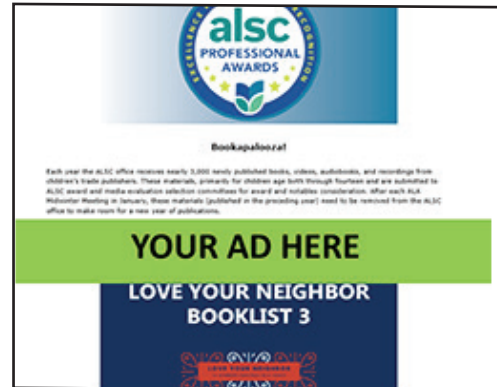
Please provide an RGB image, 300px x 250px, saved at 72 dpi in either .jpg or .gif format.

## 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 \_\_\_\_\_

## 2023 Children & Libraries Ad Placement (check all that apply)

**Volume 21, Issue 1  
Spring 2023**  
Reservations: February 3  
Materials: February 24

**Volume 21, Issue 2  
Summer 2023**  
Reservations: April 14  
Materials: May 5

**Volume 21, Issue 3  
Fall 2023**  
Reservations: July 17  
Materials: August 8

**Volume 21, Issue 4  
Winter 2023**  
Reservations: October 13  
Materials: November 3

### Copy and Contract Regulations

All advertising is subject to publisher's approval. The publisher reserves the right to refuse any advertising. 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.

Please send completed contract to:

bill@innovativemediasolutions.com  
phone: 309-483-6467  
toll free: 877-878-3260  
fax: 309-483-2371

Bill Spilman  
Innovative Media Solutions  
320 W. Chestnut Street  
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"/>