



PublicLibrary
ASSOCIATION



**PLA 2024
Conference**

**April 3-5, 2024
Columbus, OH**

#PLA2024



**2024
Media
Planning
Guide**

About PLA

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, with a growing presence around the world.

PLA offers continuing education opportunities, unique public library initiatives, and a conference that welcomes public library staff into meaningful partnership. 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

Public Libraries Magazine is the official journal of the PLA and the only ALA journal devoted exclusively to public libraries.

Published six times a year, it offers members resources for career advancement, problem-solving, continuing education, and library information, in articles and monographs written by public librarians and public library staff members specifically for public librarians and public library staff members.

PUBLIC LIBRARIES ONLINE

Publiclibrariesonline.org is the companion website to the bi-monthly print publication “*Public Libraries*,” the official magazine of the Public Library Association. Like the print iteration, “*PL Online*” focuses on issues and topics that matter to public libraries and public librarianship; however it also features unique content and allows online interaction through comments and social media sharing. *PL Online* provides readers with frequent updates, op-ed pieces, e-book reviews, author interviews, and more.

Audience Demographics

Reach the Decision-Makers in Public Libraries

Public Libraries readers are responsible for allocating library budgets, and they count on *PL* to help them make smart buying decisions. Use *PL* to show librarians how your products and services meet their patron's needs. Public library users include children, young adults, business professionals, leisure readers, seniors, and adult learners. To meet the diverse needs of these groups, our readers purchase books in English and other languages; nonprint media; hardware and software; automation and security systems; equipment and furniture; programming supplies; and a host of other items that enhance daily library service.



Job Titles

Library Director	47%
Deputy Director	5%
Librarian	48%

Librarian Job Functions

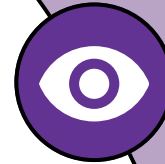
Acquisitions	Outreach
Adult Reference	Public Services
Business Information Specialist	Reference
Cataloger	Technical Services
Children's	Teen/YA Services
Collection Development	Web Services
Development and Public Relations	



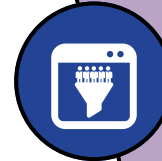
Membership & Subscribers by Region

U.S. 98% Canada 2%

Audience Engagement



185K
Monthly Page Views



15K
Monthly Website Visitors



48K
Social Media Followers



4.5K
e-Blast Reciepents



4.5K
Newsletter Readers

Editorial Calendar & Deadlines

<u>ISSUE</u>	<u>RESERVATIONS</u>	<u>ARTWORK</u>	<u>THEME</u>
Sep/Oct 2023	30-Jun	7-Jul	Library Leadership
Nov/Dec 2023	1-Sep	8-Sep	Library Data
Jan/Feb 2024	3-Nov	10-Nov	Powerful Partnerships: Thriving Through Collaboration (Pre-conference issue)
Mar/Apr 2024	29-Dec	5-Jan	Insights and Inspiration (Conference issue)
May/June 2024	4-Mar	11-Mar	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

Full Page

SPECS

7.25" x 4.5"

8.00" x 10.5"

Rates reflect full color ads

RATE

\$ 1,500

\$ 2,000

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

Public Libraries Online

Public Libraries Online

(publiclibrariesonline.org) 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.

15K

MONTHLY
USER SESSIONS

185K

MONTHLY
IMPRESSIONS

2%

AD
CLICKS

ADVERTISING OPTIONS

Leaderboard
Banner

Rate: \$1,600

Specs: 970 x 250 px

Square
Banner

Specs:
300 x 250 px

Rate: \$1,000

Rate reflects one month on the site.

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 all 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:

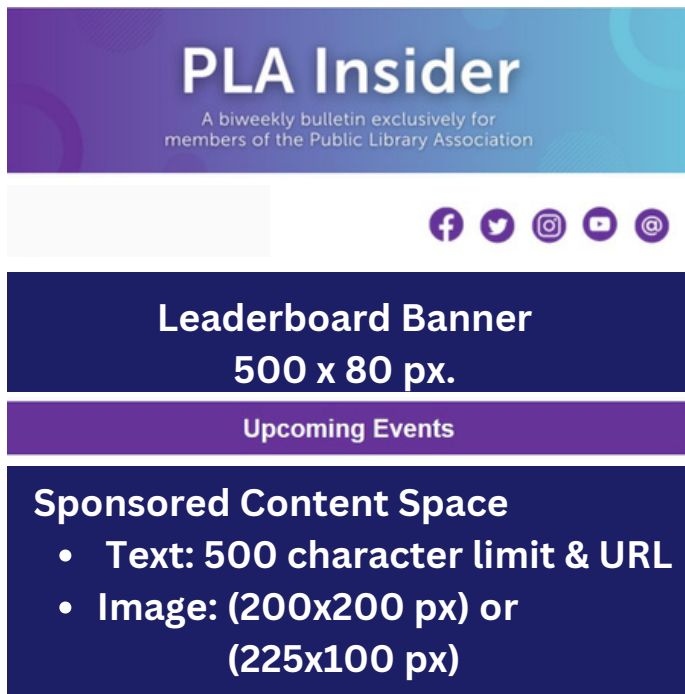
- Text up to 800 words
- Logo image: 300 x 500 px & URL

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.

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**

4.5K

DISTRIBUTION

29%

OPEN RATE

3%

CLICK RATE

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.



**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

1,000

Average
Attendance

45%

Sponsor Benefits:

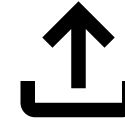
- Post-presentation suite of metrics
- Full lead list
- MP4 file for further marketing
- Perpetual program access discoverable thru PLA's media channel

Rate: \$6,500

Contact Information

To inquire about advertising contact:
Pam Marino, Program Director for Advertising,
Sponsorships & Underwriting

pmarino@ala.org PH: 860-347-6933 x128



Artwork Upload Center

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.