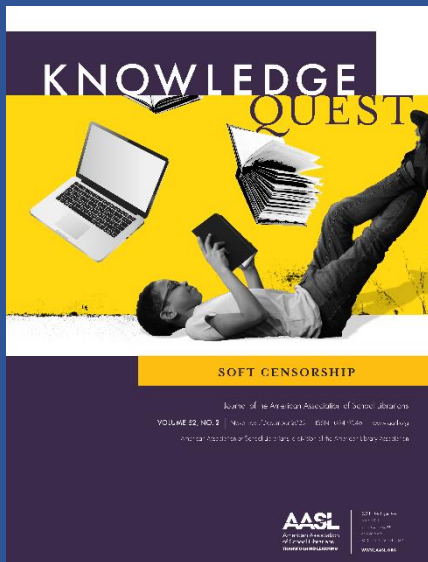
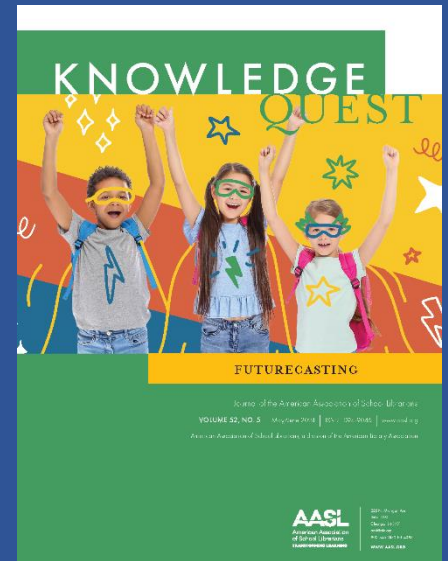
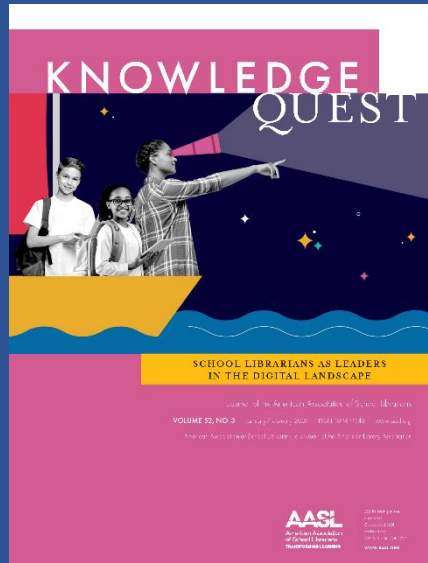
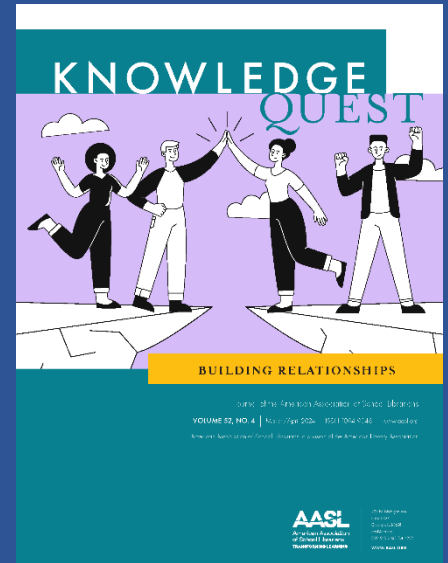


# KNOWLEDGE QUEST



**AASL**  
 American Association  
 of School Librarians  
**TRANSFORMING LEARNING**

**Media Kit**  
**2024-25**



*Knowledge Quest*, the official journal of the American Association of School Librarians (AASL), is an essential resource for school librarians at any stage of their careers. Its content is curated and written by school library leaders to advance the profession and transform teaching and learning.

*Knowledge Quest*, published five times per year, provides continuing education, best practice information, research into practice, and featured articles from leaders in the field.

Included with AASL membership (more than 5,200 members) and also available to paid subscribers, *Knowledge Quest* is distributed across the United States to building-level school librarians at all grade levels, district supervisors, and educators of school librarians. *Knowledge Quest* has a significant "pass along" value as many readers circulate the journal throughout their school or university system.



Aligning your brand with AASL shows a commitment to school libraries and offers direct marketing to your customers.

**Special Distribution - AASL school library chapters receive complimentary copies of KQ in promotional/marketing packs for state conferences.**

Issue	Events
September/October	Colorado Association of Libraries - School Library Interest Group, Tennessee Association of School Librarians, Wyoming Library Association School Library Interest Group, School Section of South Dakota Library Association, Ohio Educational Library Media Association, Idaho Library Association - School Library Division, North Carolina School Library Media Association, Washington Library Association School Library Division, Kansas Association of School Librarians, Teacher Librarian Division of Arizona Library Association, Information and Technology Educators of Minnesota
November/December	Virginia Association of School Librarians, New York Library Association-Section of School Librarians, Association of Illinois School Library Educators, Connecticut Association of School Librarians, Michigan Association for Media in Education, Louisiana Association of School Librarians, Association of

## Questions?

Allison Cline: 312.280.4385 | [ACline@ala.org](mailto:ACline@ala.org)



	Indiana School Library Educators, Florida Association of Media in Education, New Jersey Association of School Librarians
January/February	ALA LibLearnX, California School Library Association, North Carolina School Library Media Association, California School Library Association, Alaska Association of School Librarians
March/April	Wisconsin Educational Media and Technology Association, Oklahoma School Librarians, South Carolina Association of School Librarians, Utah Educational Library Media Association, New Hampshire School Library Media Association, Massachusetts School Library Association, Missouri Association of School Librarians, Nebraska School Librarians Association, Pennsylvania School Librarians Association, Arkansas Association of Instructional Media, Texas Association of School Librarians, Information and Technology Educators of Minnesota, Louisiana Association of School Librarians
May/June	ALA Annual Conference, Maryland Association of School Librarians, Delaware Association of School Librarians, Washington Library Association School Library Division, Maine Association of School Libraries, New York Library Association-Section of School Librarians, School Librarians of Rhode Island, Georgia Library Media Association, Connecticut Association of School Librarians, Alabama School Library Association, Iowa Association of School Librarians

TAKING RESERVATIONS NOW FOR **SEPTEMBER/OCTOBER 2025** WITH ADDITIONAL DISTRIBUTION AT **AASL'S NATIONAL CONFERENCE (OCTOBER 16-18, ST. LOUIS, MO)**



## Questions?

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## MECHANICAL SPECIFICATIONS

Space	Width X Depth (in inches)
Full page	7" x 9.25" *
Double page (centerfold)	
½ page spread	
½ page vertical	4.583" x 7" ½
½ page horizontal	7" x 4.5"
1/3 page vertical	2.167" x 9.25"
1/3 page horizontal	7" x 2.75"
¼ page	4.583" x 4.5"

\* Full page bleed ads are accepted: 8" x 10.5" plus .125" bleed in all margins.

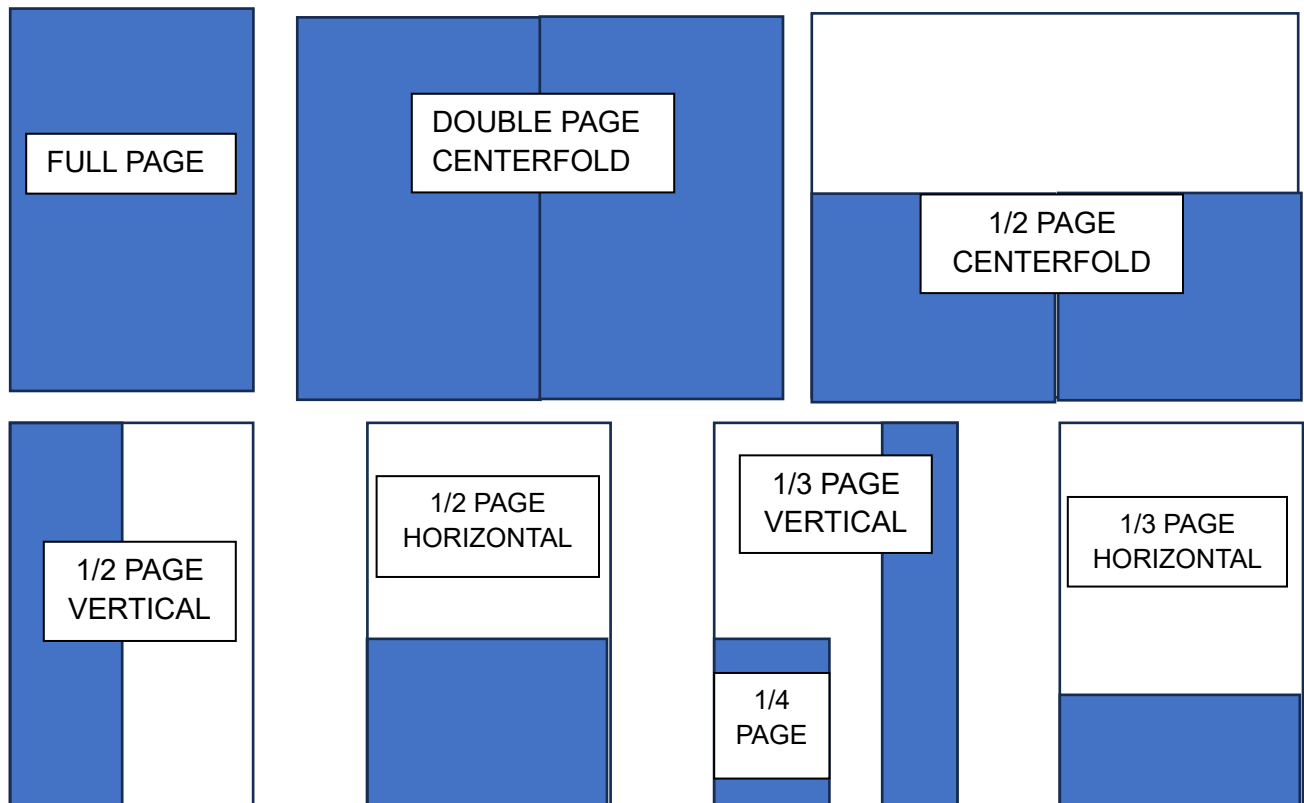
### PUBLICATION SPECS

Publication trim size: 8" x 10.5"

Untrimmed size: 8.25" x 10.75"

Three-column format: 2.167" x 9"

Binding: Saddle-wire stitched



## Questions?

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## Knowledge Quest Print Page Rates

Space	B/W	B/W (X5)*	4-Color	4-Color (X5)*
Full page	\$830	\$745	\$1,480	\$1,395
Double page (centerfold)	N/A	N/A	\$2,510	\$2,380
½ page spread	\$830	\$745	\$1,480	\$1,395
½ page vertical	\$500	\$450	\$1,150	\$1,100
½ page horizontal	\$500	\$450	\$1,150	\$1,100
1/3 page vertical	\$415	\$375	\$1,065	\$1,025
1/3 page horizontal	\$415	\$375	\$1,065	\$1,025
¼ page	\$330	\$225	\$980	\$950

\*Discounted rate offered to contracts with five placements within two years.

### PREMIUM

Cover 2 (inside front cover)	\$1,690/\$1,585 (X5)
Cover 3 (inside back cover)	\$1,645/\$1,545 (X5)
Cover 4 (back cover)	\$1,730/\$1,620 (X5)

Premium ad placements include 4-color process.

### DATES

Issue	Reservation	Artwork	Release
September/October, 2024	July 19	August 13	September 4
November/December, 2024	September 9	October 15	October 29
January/February, 2025	December 2	December 20	January 10
March/April, 2025	January 10	February 7	March 3
May/June, 2025	February 27	March 28	April 28

September/October 2025 (AASL National Conference extra distribution)

Reservations Due July 1, 2025

## Questions?

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**Knowledge Quest Website (<https://knowledgequest.aasl.org/>)**

**Ad Rates**

Placement	Size	Month	Quarter
Premium (top right corner)	200 X 263	\$900	\$2,500
Badge	200 X 131	\$750	\$2,000
Button	120 X 65	\$500	\$1,200

- Ads run from the first of the month/quarter to the last day of the month/quarter.
- Badge/Button ads are placed in the order in which contracts are received. Earlier contracts receive a higher placement.
- Only three ads will run concurrently.

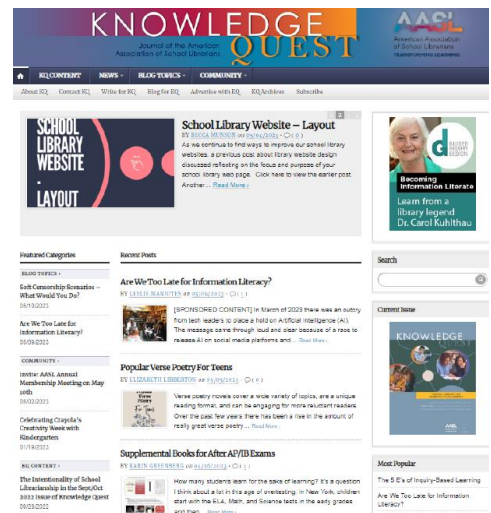
**Sponsored KQ Blog Posts (\$1,200 per post)**

Sponsored blog posts are included in weekly “Latest KQ Blog Post” emails to all AASL members and cross-posted to ALA Connect and AASL’s social media platforms.

**SPECIFICATIONS**

Submission must include:

- Headline
- No less than 500 words, no more than 1,000 words
- Author name (can be individual or company)
- Optional
  - Up to 2 images
  - Up to 5 links



**Questions?**

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## AASL Friday Forecast Weekly e-Newsletter

Reach all AASL members with sponsorship in the AASL Friday Forecast. The AASL *Friday Forecast* is a weekly e-newsletter sent to all AASL members that provides a quick and easy reference to deadlines, events, and the work of the association. Sponsorship in AASL *Friday Forecast* enables you to be the sole advertiser in a widely read, weekly e-newsletter.

NEW—Leadership Tip of the Week. Beginning September 2024, as part of AASL’s new strategic plan, AASL leaders will share a “tip of the week” each week in the Friday Forecast. This new content will offer valuable content for readers and increase engagement.

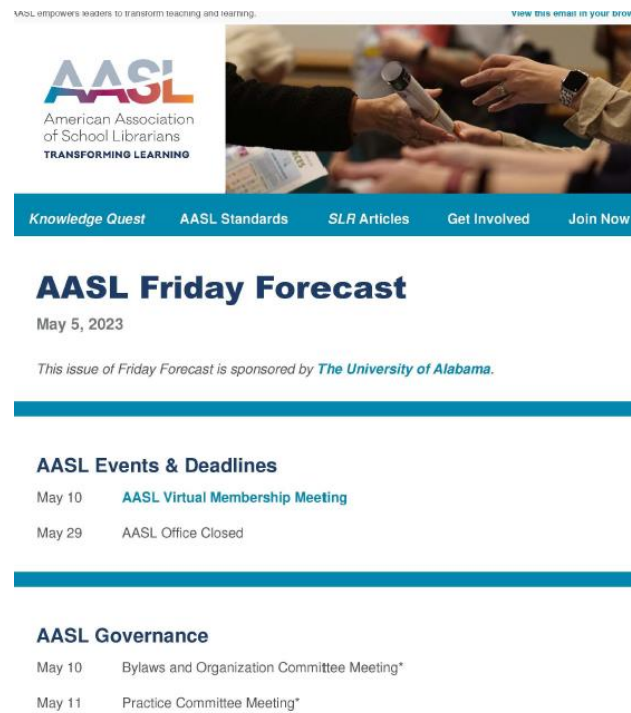
### Ad Rates

\$900 per month

### SPECIFICATIONS

Submission must include:

- Company name and link
- JPG image- 650 X 200 with link



### SPECIAL AD PACKAGES AVAILABLE

Looking to get your message out via multiple KQ media vehicles? Special ad packages are available upon request. Contact Allison Cline at (312) 280-4384 or email [acline@ala.org](mailto:acline@ala.org) for more information.

## Questions?

Allison Cline: 312.280.4385 | [ACline@ala.org](mailto:ACline@ala.org)



**AASL ADVERTISING CONTACT AND INSERTION ORDER FORM**

Advertiser (company):	Billing contact:
Contact (name):	___ Same as order contact
Contact email:	Name:
Contact phone:	Email:
Contact address:	Phone:
	Address:

Select all that apply:

**Knowledge Quest Print Ad**

	Size	B/W or 4- Color	Subtotal
Volume 53 (2024-2025) Issue			
September/October			
November/December			
January/February			
March/April			
May/June			
Volume 54 (2025-2026) Issue			
September/October			
November/December			
January/February			
March/April			
May/June			
		TOTAL PRINT	

**Knowledge Quest Website Ad**

Time period	Size (Premium/Badge/Button)	Subtotal*
September 2024		
October 2024		
November 2024		
December 2024		
January 2025		
February 2025		
March 2025		
April 2025		
May 2025		
June 2025		
July 2025		
August 2025		
		TOTAL WEBSITE

\*If selecting a quarterly placement note in subtotal and adjust the pricing accordingly.

**Questions?**

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**Knowledge Quest Website Sponsored Blog Post**

Month	Week*	Subtotal
September 2024		
October 2024		
November 2024		
December 2024		
January 2025		
February 2025		
March 2025		
April 2025		
May 2025		
June 2025		
July 2025		
August 2025		
<b>TOTAL BLOG POSTS</b>		

**\*AASL will only post one sponsored blog post per week and recommends a Tuesday post; however, the advertiser can specify a different day of the week if preferred.**

**Friday Forecast e-Newsletter Sponsorship**

Month	Subtotal
September 2024	
October 2024	
November 2024	
December 2024	
January 2025	
February 2025	
March 2025	
April 2025	
May 2025	
June 2025	
July 2025	
August 2025	
<b>TOTAL Friday Forecasts</b>	

	Subtotals
KQ Print	
KQ Website	
KQ Blog	
Friday Forecast	
<b>TOTAL AMOUNT</b>	
<p>Upon receipt of the insertion order, AASL will confirm availability and send a contract for signature and return. Advertisers will be billed after their ad/blog/sponsorship has run.</p>	

# Questions?

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