



*Advancing learning  
Transforming scholarship*

Association of College & Research Libraries

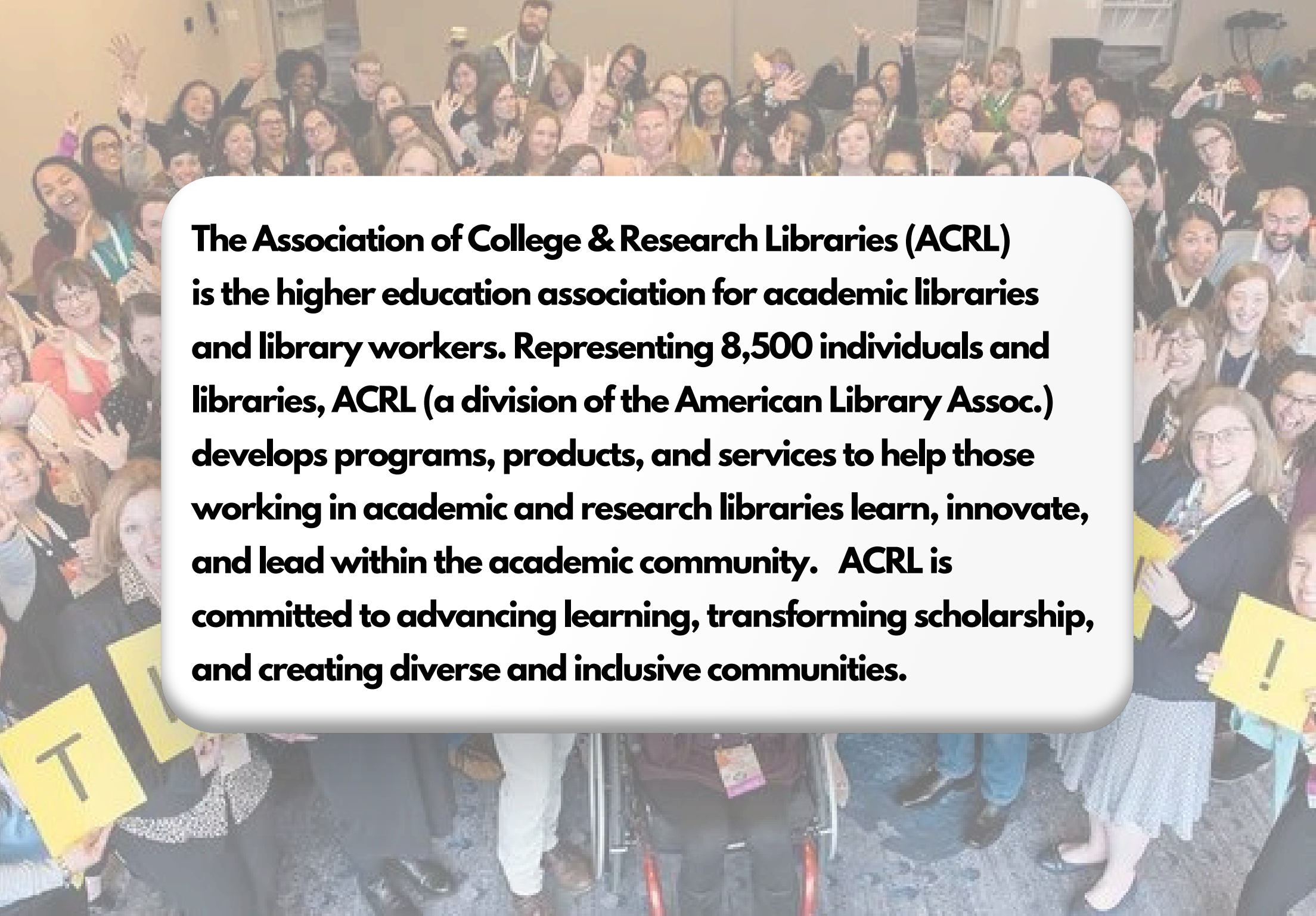


**acrl 2025**

APRIL 2-5, 2025 | MINNEAPOLIS

**#ACRL2025**

**2025  
Media  
Planning  
Guide**



**The Association of College & Research Libraries (ACRL) is the higher education association for academic libraries and library workers. Representing 8,500 individuals and libraries, ACRL (a division of the American Library Assoc.) develops programs, products, and services to help those working in academic and research libraries learn, innovate, and lead within the academic community. ACRL is committed to advancing learning, transforming scholarship, and creating diverse and inclusive communities.**

# AUDIENCE DEMOGRAPHICS

## 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%

## CARNEGIE CLASS

University Library	48%
Comprehensive Library	20%
Four-year/Baccalaureate	12%
Two-year Technical	9%

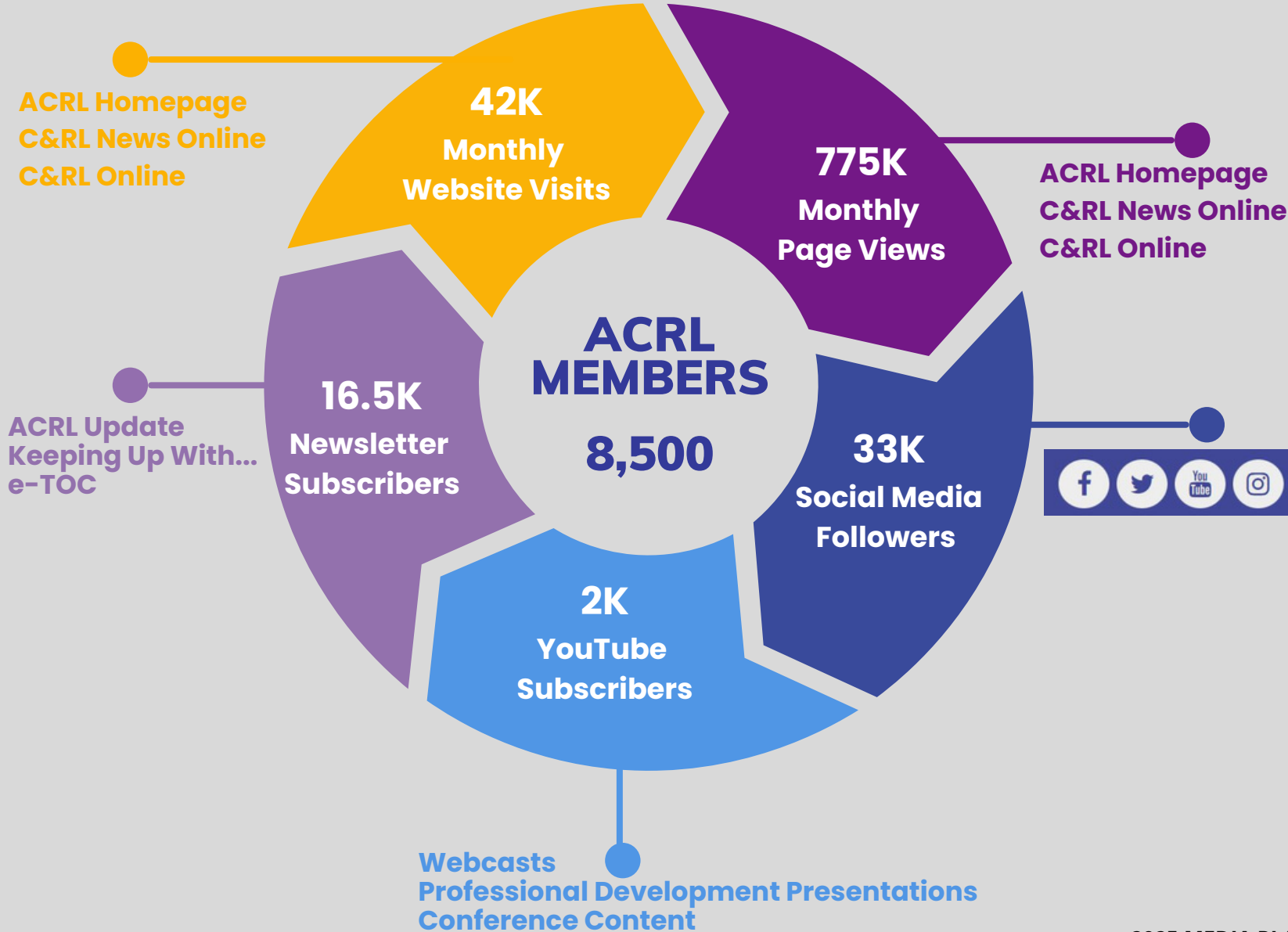


## MEMBERSHIP BY REGION

U.S.	95%
Canada	3%
INTERNATIONAL	2%



# AUDIENCE ENGAGEMENT



# DIGITAL MARKETING

## ONLINE BANNERS

**LEADERBOARD \$1,000**

**VERTICAL \$800**

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

## E-BLAST \$1,875

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

**10.5K**

DISTRIBUTION

**30%**

OPEN RATE

**10%**

CLICK RATE

## E-NEWSLETTER \$1,500

The **ACRL Update, Keeping Up With, and TOC Alert** newsletters provide members with information about ACRL initiatives, professional development opportunities, new publications, and trends in academic librarianship.

\*Includes leaderboard banner and sponsored content space

**16.5K**

DISTRIBUTION

**36%**

OPEN RATE

**10%**

CLICK RATE

# Rare Books, Manuscripts & Cultural Heritage

**RBM:**  
A Journal of Rare Books, Manuscripts, and Cultural Heritage  
Volume Eighteen, Number 2, Fall 2017



The professional journal for special collections librarians, archivists and cultural heritage professionals. It is read and consulted by those working with rare books, manuscripts, and special collections in the United States and around the world. RBM is publishing bi-annually in print and freely available online.

	<b><u>SPECS</u></b>	<b><u>RATE</u></b>
FULL PAGE	5" x 8.25"	\$630
1/2 PAGE	5" x 4"	\$400
COVER	7" x 10"	\$700

**970**  
READERS

**Trim size: 7" x 10" single column format**

## ONLINE BANNERS

Ad runs 6-months on **RBM Online**

LEADERBOARD	\$500
VERTICAL	\$400

**3.5K**  
Impressions

**2%**  
Click Rate

## E-NEWSLETTER

\$800

**9.5K**  
DISTRIBUTION

**45%**  
OPEN RATE

**7%**  
CLICK RATE

## E-BLAST

\$650

**1K**  
DISTRIBUTION

**33%**  
OPEN RATE

**3%**  
CLICK RATE

# AD SPECIFICATIONS

Submit  
ads to  
ACRL  
Artwork  
Portal



## ONLINE BANNERS

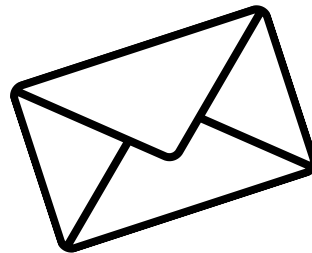
- **Leaderboard Banner:** 728 x 90 px
  - **Vertical Banner:** 160 x 900 px
- Submit as jpg or png file and URL

## E-NEWSLETTER

includes both leaderboard banner and sponsored content space

**Leaderboard banner:** 728 x 90 px

**Sponsored Content:** minimum 100 words plus image 500 x 100 px, jpg/png file & URL



## E-BLAST

- 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

# CONTACT INFORMATION

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