



2025 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.

Reach engaged members and subscribers, including frontline youth services librarians, managers, educators, and children's literature experts through digital advertising opportunities in:

Children and Libraries, ALSC's quarterly ***digital*** journal
ALSC Blog, #6 in Feedspot's 80 Best Library and Librarian Blogs

We welcome you to connect with our community!

Children & Libraries

READERSHIP

Children and Libraries (CAL) is the go-to resource for professionals serving young patrons, ages birth to 14. From librarians and educators to industry leaders, CAL readers are dedicated to:

Curating collections: Selecting books, media, and tech tools

Designing spaces: Creating inviting and innovative library environments

Delivering programs: Planning and executing engaging activities

Promoting literacy: Inspiring a love of reading and learning

Join the community shaping the future of youth services!

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
1/2 page (horizontal)	7.375 x 4.925
1/2 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
1/4 page (island)	4.875 x 4.925

Trim size: 8.375" x 10.875"

Materials: Must be delivered as PDF files
(PDFX-1a compliant and/or 300 dpi - 4/c and
1200 dpi - b/w)

Children & Libraries

PAGE RATES

COLOR			
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

PREMIUM POSITIONS			
SPACE	1x	2-3x	4x
Pages 1-9	\$900	\$825	\$775
Cover 2	\$1,000	\$925	\$850
Cover 3	\$750	\$700	\$650
Cover 4	\$800	\$750	\$675

All positions now include 4-color process! Rates are net per insertion.

CIRCULATION 3,500 members and paid subscribers

VOLUME 23 - ISSUANCE & CLOSING DATES

Issue	Reservation Due	Materials Due	Issue Live
Spring 2025	February 2	February 23	March
Summer 2025	April 12	May 3	June
Fall 2025	July 16	August 8	September
Winter 2025	October 14	November 4	December

ALSC Blog

The mission of the ALSC Blog is to provide a venue for coverage of news in children's librarianship, current issues in the field, and programs, conferences, initiatives, resources, and activities of interest to ALSC members and those interested in children's librarianship.

The ALSC Blog reaches librarians, educators, academics, and children's literature experts and enthusiasts, and averages more than 18,800 users and more than 32,000 page views per month.

PRICING

Position A - \$500/month

Position B - \$400/month

Position C - \$300/month

All rates are net and based on a one-month run.

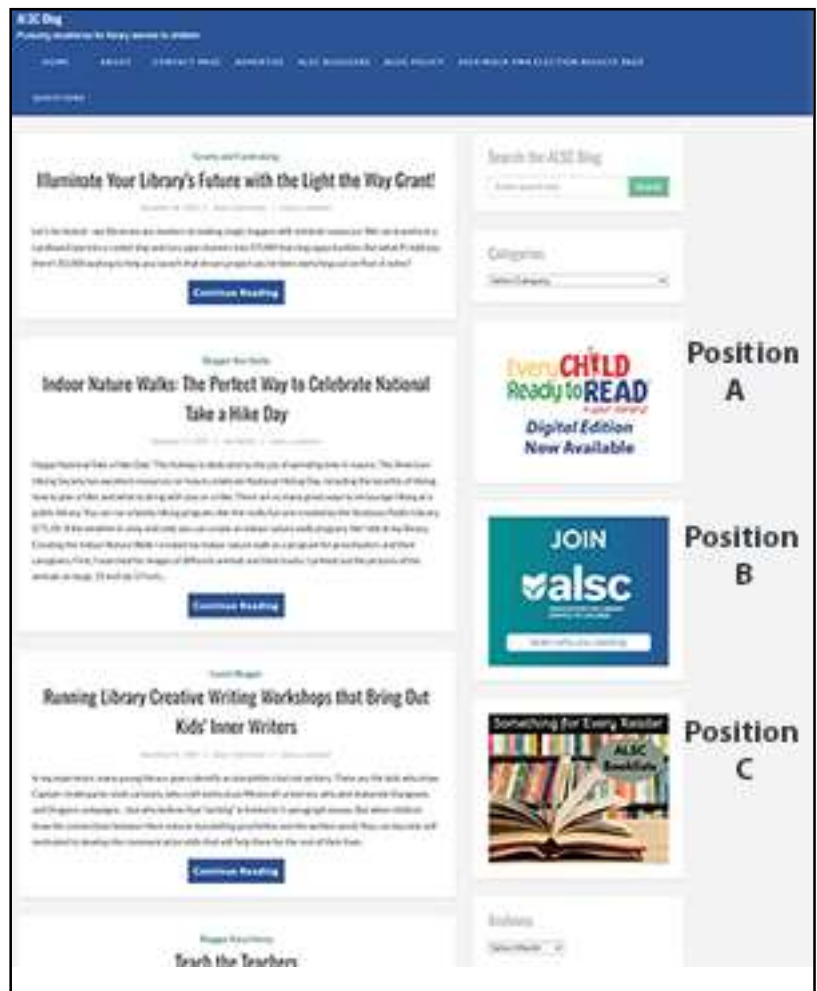
SPECIFICATIONS

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

Send image(s) and URL(s) to the ALSC Office at alsc@ala.org.

DEADLINES

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



ALSC Advertising Contract & Ad Placement

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 _____

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.

2025 Children & Libraries

Ad Placement

(check all that apply)

Volume 23, Issue 1
Spring 2025
Reservations: February 2
Materials: February 23

Volume 23, Issue 2
Summer 2025
Reservations: April 12
Materials: May 3

Volume 23, Issue 3
Fall 2025
Reservations: July 16
Materials: August 8

Volume 23, Issue 4
Winter 2025
Reservations: October 14
Materials: November 4

2025 ALSC Blog Ad Placement

Circle desired ad position. POSITION: A B C
Month(s) _____

Please send completed contract to: Bill Spilman, Innovative Media Solutions, 320 W. Chestnut Street, Oneida, IL 61467

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phone: 309-483-6467
toll free: 877-878-3260
fax: 309-483-2371