Advancing learning
Transforming scholarship

Association of College & Research Libraries

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%

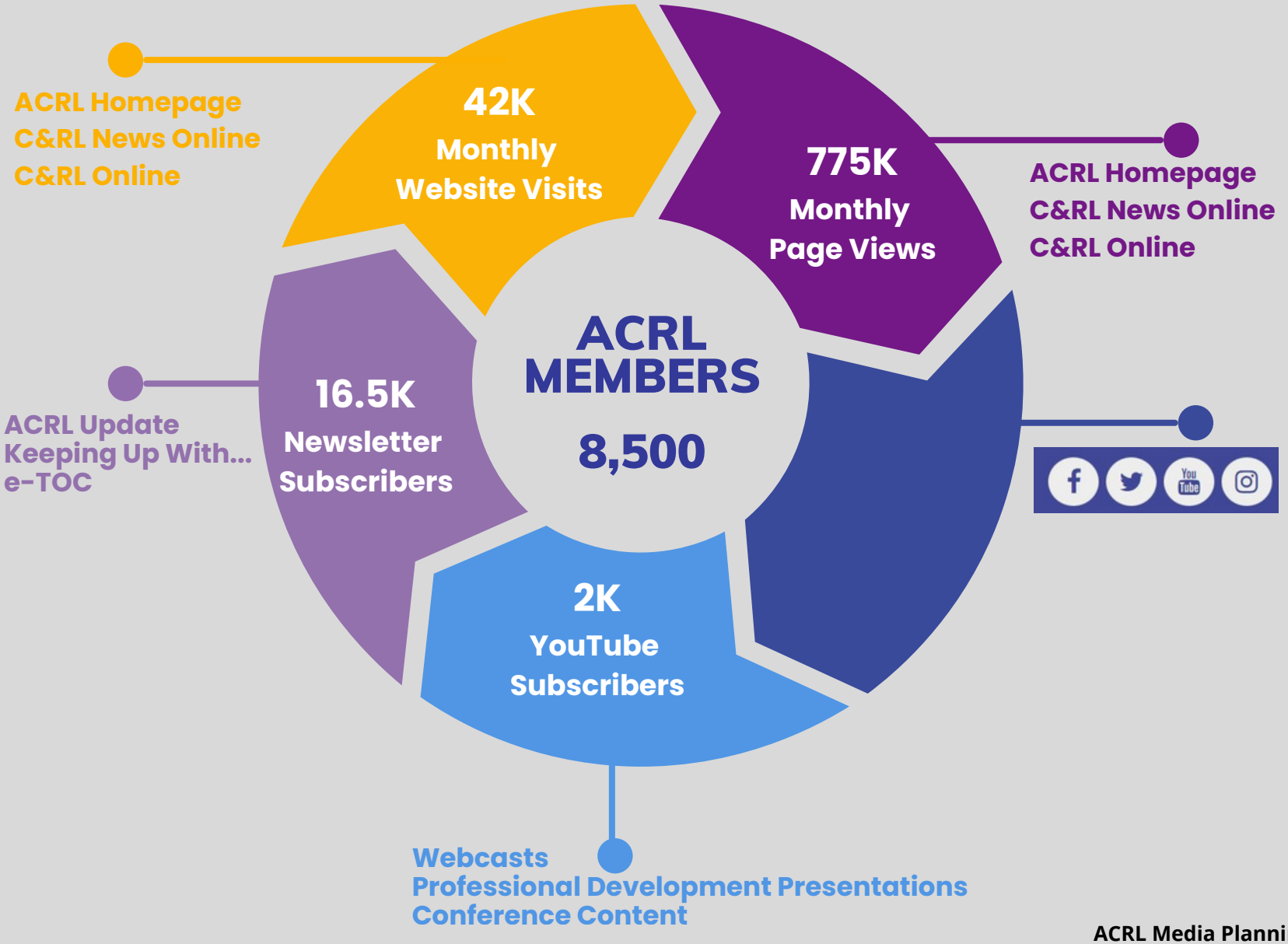
CARNEGIE CLASS

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

ACRL ONLINE BANNERS

LEADERBOARD $1,000

SKYSCRAPER $800

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

ACRL DELIVERS $2,500

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

10.5K	30%	10%
DISTRIBUTION	OPEN RATE	CLICK RATE

ACRL NEWSLETTERS $1,500

The **ACRL Update, Keeping Up With, and TOC Alert** newlsetters 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	36%	10%
DISTRIBUTION	OPEN RATE	CLICK RATE

Artwork Portal

All ads should be uploaded to **ACRL's Artwork Portal.** Reminders for artwork will not be sent. Missed deadlines will result in repeat ads that we have on file or no ad run at all. Payment will be expected in either case.

ACRL ONLINE BANNERS

- **Leaderboard Banner**: 728 x 90 px
- **Skycraper Banner**: 160 x 600 px

Submit as jpg or png file and URL

ACRL DELIVERS

- HTML file and subject line
- Embed all fonts, images and links
- Maxiumum file size: 100KB
- Maximum layout width: 728 px

ACRL NEWSLETTER

Includes **both** leaderboard banner and sponsored content space

Leaderboard banner
728 x 90 px

Sponsored Content:
628 x 360 px, png file & URL

TO INQUIRE ABOUT ADVERTISING PLEASE CONTACT

MELISSA (MEL) CARR

SALES REPRESENTATIVE
East Coast, International
melcarr@ala.org

RYAN KING

SALES REPRESENTATIVE
MidWest, West Coast
rking@rkmediaadv.com

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.