

young adult library services

Readership

Young Adult Library Services is the official journal of the Young Adult Library Services Association (YALSA), a division of the American Library Association. The journal serves as a vehicle for continuing education for librarians and school library media specialists serving young adults, ages 12 through 18. These librarians are responsible for purchasing print and nonprint library materials, including books, CD-ROMS, videos/DVDs, periodicals, and computer software. They are also responsible for purchasing the technology needed to use a varied assortment of media. They introduce young adults to technological advances that provide access to information, plan programs, and select furnishings and other equipment for user-friendly areas for teenagers in their libraries. Of YALSA's members, 36 percent serve in a supervisory capacity in their libraries and 28 percent of members identify themselves with school libraries.

The journal also appeals to a broad general audience, including library administrators, directors, and board members; state libraries; state and local departments of education; graduate schools of information and library science and education; publishers and producers of materials for young adults; and other youth-serving organizations, foundations, government policy makers and practitioners in the youth development field.

Editorial

Established in 2002, *Young Adult Library Services* is the first official journal of YALSA.

Published four times a year, the journal includes articles of current interest to the profession, reviews of professional books and resources for librarians, acts as a showcase for best practices, provides news from related fields such as youth development, and spotlights significant events of the organization. The journal serves as the official record of the organization and includes major actions of the Board of Directors and important policies and documents. It is a requisite of YALSA membership.

Special Annual Issues Include:

Fall issues will showcase speeches by YALSA award-winning authors, awards celebration information and photos, background on authors and books, and special bibliographies; Fall 2008 concentrates on outreach to special teen audiences (e.g., immigrant teens, incarcerated teens, teens in Second Life, homebound and seriously ill teens, and others). **Winter issues** will focus on Teen Tech Week. **Spring issues** will showcase YALSA's five annual awards: Printz, Edwards, Morris, Odyssey and Alex as well as all of its annual booklists. One thousand extra copies are printed to distribute at the ALA Annual Conference. **Summer issues** will feature Teen Read Week.

Circulation As of April 2008

Members 5,100 • Subscribers 305 • Total 6,775
Each spring issue: 500 bonus circulation

Issuance and Closing Dates

| Issue | Closing Date | Materials Due |
|-------------|---------------|---------------|
| Fall 2008 | Aug. 9, 2008 | Aug. 29, 2008 |
| Winter 2009 | Nov. 21, 2008 | Dec. 12, 2008 |
| Spring 2009 | Feb. 20, 2009 | March 6, 2009 |
| Summer 2009 | May 8, 2009 | May 29, 2009 |

Page Rates

| Space | 1x | 2-3x | 4x |
|-----------|-------|-------|-------|
| Full page | \$800 | \$735 | \$680 |
| 2/3 page | \$680 | \$625 | \$575 |
| 1/2 page | \$600 | \$550 | \$510 |
| 1/3 page | \$520 | \$480 | \$440 |

Rates are for b/w, per insertion.

Advertisers who book a 4x full-page contract in *YALS* will receive a free 125x125 ad in *YAttitudes*, YALSA's quarterly email newsletter.

Premium Positions

| | 1x | 2-3x | 4x |
|-----------------|--------|--------|--------|
| Cover 2 | \$1750 | \$1670 | \$1600 |
| Cover 3 | \$1710 | \$1635 | \$1565 |
| Cover 4 | \$1790 | \$1705 | \$1635 |
| Pages 1-9 (4/c) | \$1630 | \$1560 | \$1495 |
| Pages 1-9 (b/w) | \$880 | \$810 | \$750 |

Add 10% to quoted rates for specific placements. Covers include 4/c, per insertion.

Add Color

| | | |
|----------------------|-------|------------------------------|
| Second Color-Process | \$400 | PMS colors are not accepted. |
| 4/C-Fractional Page | \$650 | PMS colors must be converted |
| 4/C-Per Page | \$750 | to CMYK. |

Mechanical Specifications

| Space | Width x Depth (in picas/inches) |
|---------------------|---------------------------------|
| Full page | 44p3 × 58p0 / 7.375 x 9.675 |
| 2/3 page | 29p1 × 48p3 / 4.85 x 8 |
| 1/2 page island | 29p1 × 43p8 / 4.85 x 7.25 |
| 1/2 page vertical | 22p1 × 48p3 / 3.75 x 8 |
| 1/2 page horizontal | 44p3 × 23p9 / 7.375 x 4 |
| 1/3 page vertical | 13p9 × 48p3 / 2.3 x 8 |
| 1/3 page horizontal | 44p3 × 15p10 / 7.375 x 2.6 |

Trim size: 50p3 × 65p3 / 8.375 x 10.875

Bleed: 51p9 × 66p9 / 8.625 x 11.125—Full-page bleed ads are accepted. Fractional bleeds **are not** accepted.

Two column: Column is 22p1 × 48p3 / 3.6 x 8

Three column: Column is 13p9 × 48p3 / 2.3 x 8

Printing: Offset

Binding: Saddle-wire stitched

Materials: PDF files (PDFX-1a compliant and/or 2400 dpi) required.

Contact the advertising sales manager for specs for electronic files.

Coupon advertisements must be specified on insertion order, including position of coupon on ad.

Web Advertising

Advertisers have the opportunity to extend their message via YALSA's quarterly email newsletter, *YAttitudes*. *YAttitudes* is sent via email to all YALSA members (approximately 5,300 addresses) four times a year: February, May, August, and November. It discusses YALSA news, resources, and special events (including Teen Read Week, Teen Tech Week, ALA Annual Conference, ALA Midwinter Meeting, and YALSA's biennial Young Adult Literature Symposium).

Issue Sponsorship

\$500 per issue

Sponsoring an issue of *YAttitudes* includes:

600 x 60 top banner ad

Inclusion of logo and 50-word description

Advertising

| Space | 1x | 2x | 4x |
|--|-------|-------|-------|
| 120 x 240 sidebar (limit: five per issue) | \$200 | \$175 | \$125 |

| | | | |
|--|-------|-------|-------|
| 300 x 250 boombox (limit: five per issue) | \$300 | \$250 | \$200 |
|--|-------|-------|-------|

Rates are per insertion. Files should be JPG or GIF, RGB, and no larger than 80K.

Web Sites

YALSA Homepage: www.ala.org/yalsa

Teen Read Week: www.ala.org/teenread

Teen Tech Week: www.ala.org/teentechweek

YALS Web page: www.ala.org/ala/yalsa/yalsapubs/publications.cfm

YALSA Blog: <http://yalsa.ala.org/blog>

Advertising Sales Office

Young Adult Library Services Advertising Agent is:

Bill Spilman

Innovative Media Solutions

320 W. Chestnut St.

P.O. Box 399

Oneida, Illinois 61647

(309) 483-6467

toll free: 1-877-878-3260

fax: (309) 483-2371

bill@innovativemediasolutions.com

Mailing Instructions

Identify material by name of advertiser, journal, and issue scheduled in lower left corner of mailing label.

Send contract, insertion orders, correspondence, and electronic ad files to:

Bill Spilman

Innovative Media Solutions

320 W. Chestnut St.

P.O. Box 399

Oneida, Illinois 61647

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Advertising Placement

Advertisements are placed according to the mechanical production requirements for each issue. Requests for patterned position of units in the same issue will be accepted for a surcharge of 10 percent of the earned rate for each of the units involved, subject to mechanical production requirements.

Frequency and Combined Rates

Frequency rates are based on the total number of insertions of 1/3 page or larger used within a 12-month period. Each page of a two-page spread is considered one insertion. Contract holders will be given reasonable notice of any increase in rates and will be given the opportunity to cancel contracts at the time the rate change becomes effective.

Agency Commissions

Agency commission is 15 percent of gross for recognized agencies. Manufacturing charges are noncommissionable. There is no cash discount.

Payment

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within thirty days of the invoice. Non-U.S. advertisers are required to pay in U.S. currency at the time of the initial order.

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.

Copy and Contract Regulations

All advertising is subject to the publisher's approval. 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 canceled. All cancellations must be confirmed in writing.

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2008-2009 ADVERTISING CONTRACT

Company _____
Size _____
Frequency _____
Color _____
Rate _____
Placement _____
Purchase Order Number _____
Contract Authorized by (print) _____
Signature _____
Date _____

Advertising Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Bill To _____
Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Please send completed contract to:
Bill Spilman, Innovative Media Solutions
320 W. Chestnut St., P.O. Box 399
Oneida, IL 61467
phone: (309) 483-6467
toll-free: 1-877-878-3260
fax: (309) 483-2371
e-mail: bill@innovativemediasolutions.com

2008-2009 Ad PLACEMENT (check all that apply)

- YALS Volume 7, Issue 1
Fall 2008**
Reservations: Aug. 9 2008
Materials: Aug. 29, 2008
- YALS Volume 7, Issue 2
Winter 2009**
Reservations: Nov. 21, 2008
Materials: Dec. 12, 2008
- YALS Volume 7, Issue 3
Spring 2009**
Reservations: Feb. 20, 2009
Materials: March 6, 2009
- YALS Volume 7, Issue 4
Summer 2009**
Reservations: May 8, 2009
Materials: May 29, 2009

yaattitudes

the electronic newsletter of the Young Adult Library Services Association

Company _____
Size _____
Frequency _____
Color _____
Rate _____
Placement _____
Purchase Order Number _____
Contract Authorized by (print) _____
Signature _____
Date _____

Advertising Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Bill To _____
Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Please send completed contract to:
Bill Spilman, Innovative Media Solutions
320 W. Chestnut St., P.O. Box 399
Oneida, IL 61467
phone: (309) 483-6467
toll-free: 1-877-878-3260
fax: (309) 483-2371
e-mail: bill@innovativemediasolutions.com

2008-2009 Ad PLACEMENT

(check all that apply)

- YAttitudes Aug. 2008**
Reservations: July 28, 2008
Materials: Aug. 5, 2008
- YAttitudes Nov. 2008**
Reservations: Oct. 27, 2008
Materials: Nov. 3, 2008
- YAttitudes Feb. 2009**
Reservations: Jan. 30, 2009
Materials: Feb. 4, 2009
- YAttitudes May 2009**
Reservations: April 27, 2009
Materials: May 6, 2009