2023 Media Kit

Take your message to librarians and educators who matter

www.ala.org/yalsa
Reach 3,600+ library staff and administrators who work in teen services by taking advantage of YALSA's affordable advertising opportunities! Opportunities are available electronically and in print.

Read on to find out how to get your message into:

- YALSA's weekly e-newsletter, YALSA E-News
- YALSA's blogs: The Hub and YALSAblog
- YALSA's annual Young Adult Services Symposium
- YALSA's award-winning digital journal, Young Adult Library Services
YALSA E-News

YALSA's email newsletter, YALSA E-News, brings association news to YALSA’s 3,600+ members every Wednesday. YALSA E-News gives members the latest YALSA news and updates on book awards and lists, grants, ALA Annual Conference, ALA Midwinter Meeting, YALSA’s annual Young Adult Services Symposium, and more.

Learn more at www.ala.org/yalsa/enews

Readership

YALSA E-News is read by school librarians, youth services librarians, library staff, educators, and managers in public, middle school, and secondary school libraries, as well as library school students and faculty in library graduate schools.

These professionals are responsible for the selection, acquisition, maintenance, and circulation of books, magazines and newspapers, multimedia materials, and software and hardware. They offer guidance on reading, viewing and listening to teens/tweens and their families, as well as reference services, digital literacy instruction, and more. All readers are members of the Young Adult Library Services Association (YALSA), a division of the American Library Association (ALA).

Circulation

The newsletter is sent to all YALSA members with a valid email address, with additional “pass-along” distribution by members, who are encouraged to share YALSA E-News with colleagues.

More than 3,600 professionals receive YALSA E-News each week. Average open rate in 2021 was 42.7% with a click rate of 5.4%.

Issuance

YALSA E-News is distributed every Wednesday. Reservations and ad material are due on the 25th of the month prior to the contracted issue.

Issue Sponsorship

$500 per issue

Sponsoring an issue of YALSA E-News includes a 600 x 60 top banner ad (JPG or GIF, 72 dpi) and inclusion of logo and 50-word description at the end of the issue.

Advertising Space

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250 boombox</td>
<td>$300</td>
<td>$250</td>
<td>$200</td>
</tr>
</tbody>
</table>

Files should be JPG or GIF, RGB, and no larger than 80K. Please contact Bill Spilman, YALSA Ad Sales Rep., at bill@innovativemediasolutions.com.
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.

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.

Company ________________________________
Size ________________________________
Frequency ________________________________
Rate ________________________________
Purchase Order Number ________________________________
Contract Authorized by (print) ________________________________
Signature ________________________________
Date ________________________________

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

Bill To (if different) ________________________________
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

2023 YALSA E-News

<table>
<thead>
<tr>
<th>Month</th>
<th>4</th>
<th>11</th>
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<tr>
<td>December</td>
<td>6</td>
<td>13</td>
<td>20</td>
<td>27</td>
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</table>
YALSA's Blogs

YALSAblog

The mission of the YALSAblog is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog had an average of over 6,719 page views each month in 2020.

Visit YALSAblog at yalsa.ala.org/blog

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<tbody>
<tr>
<td>300 x 250 boombox</td>
<td>$250</td>
</tr>
</tbody>
</table>

All rates based on a one-month run.

The Hub

The Hub: Your Connection to Teen Collections is YALSA's blog that provides a one-stop-shop for information about all things related to library collections and content curation. New daily content is created by librarians and teens, with a particular focus on what's new and trending. The Hub was nominated for an Edublog Award for best group blog and had an average of 25,012 pageviews each month in 2021.

Visit The Hub at www.yalsa.ala.org/thehub

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<tbody>
<tr>
<td>300 x 250 boombox</td>
<td>$500</td>
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</table>

All rates based on a one-month run.

Materials and Reservations

- Due on the 20th of the month prior to posting
- Include click-through URL and mouse-over text with instructions.
- Files should be JPG or GIF, RBG, and no larger than 80k. Please contact Bill Spilman, YALSA Ad Sales Rep., bill@innovativemediasolutions.com with mechanical questions.
**Contract & Insertion Order**

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<td>YALSAblog</td>
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<th>Advertising Contact</th>
<th>Company</th>
<th>Address</th>
<th>City/State/Zip</th>
<th>Phone</th>
<th>Fax</th>
<th>E-mail</th>
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<th>Bill To (if different)</th>
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<th>City/State/Zip</th>
<th>Phone</th>
<th>Fax</th>
<th>E-mail</th>
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**The Hub**

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<td>$500</td>
<td>Month(s)</td>
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**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@innovativemedia solutions.com
YALSA’s award-winning, digital quarterly journal is a five-time APEX Award winner in the category of journals and magazines over 32 pages. YALS reaches more than 3,600 library staff and administrators who work in public and school libraries, directly with young adults ages 12-18, library school students, and instructors.

Young Adult Library Services serves as 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 promoting best practices in all aspects of library services for and with teens including, designing learning spaces, building collections, leveraging technology employing youth development principles.

Learn more about YALS at http://yalsa.ala.org/blog/yals.

HTML5 Flipbook Interface
• Advertising options: pop-up message, start page, sidebar widget, and video
• Accessible on any browser based mobile device or laptop/desktop computer
• Text only reading mode for small devices
• Functionality includes ability to print pages, search individual issues and across archived issues,
• Access live hyperlinks, view advertiser index, access archive issues, save issues or individual pages as PDF’s, access articles from the Table of Contents
• Responsive Article News Feed allows users to view content as a news feed format rather than flip book format

Please contact Interim Executive Director LaMoya Burks at lburks@ala.org, to gain access to a free sample issue to explore the digital platform.

Circulation
Members: 2,959 | Subscribers: 52 | Total: 2,647

Readership Facts & Statistics

<table>
<thead>
<tr>
<th>Issue</th>
<th>Total Page Views</th>
<th>Unique Page Views</th>
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<tbody>
<tr>
<td>Volume 19, no. 3</td>
<td>6,912</td>
<td>4,450</td>
</tr>
<tr>
<td>Volume 19, no. 4</td>
<td>3,206</td>
<td>2,136</td>
</tr>
<tr>
<td>Volume 20, no. 1</td>
<td>4,911</td>
<td>2,996</td>
</tr>
</tbody>
</table>

YALSA boasts a diverse subscriber base:
• 39% of YALSA’s members serve in a supervisory capacity at their libraries
• 64% of YALSA members have more than seven years' library experience; 34% have 16 years or more.
• 20% of YALSA’s members (and YALS readers) are graduate students
• Nearly 50% have full purchasing power at their library; an additional 42% make purchasing recommendations
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% of the earned rate for each of the units involved, subject to mechanical production requirements.

Frequency Discounts & Agency Commissions
Discounts are based on the number of insertions and sponsorships placed within 12 months of the first insertion. To qualify, insertion orders or contracts must be in writing.
Agency commission is 15 percent of gross for recognized agencies. Manufacturing charges are noncommissionable. There is no cash discount.

Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
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<tbody>
<tr>
<td>Volume 20, no. 3-4</td>
<td>July 5, 2023</td>
<td>Aug. 2, 2023</td>
</tr>
<tr>
<td>Volume 21, no. 1-2</td>
<td>July 31, 2023</td>
<td>Aug. 28, 2023</td>
</tr>
<tr>
<td>Volume 21, no. 3-4</td>
<td>Sept. 19, 2023</td>
<td>Oct. 20, 2023</td>
</tr>
<tr>
<td>Volume 21, no. 1-2</td>
<td>Dec. 4, 2023</td>
<td>Jan. 11, 2024</td>
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Standard Advertising Page Rates

<table>
<thead>
<tr>
<th>Premium Space</th>
<th>1x</th>
<th>2-3x</th>
<th>4x</th>
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<tbody>
<tr>
<td>Cover 2</td>
<td>$1000</td>
<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$800</td>
<td>$735</td>
<td>$680</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$800</td>
<td>$735</td>
<td>$680</td>
</tr>
<tr>
<td>Pages 1–9</td>
<td>$880</td>
<td>$790</td>
<td>$750</td>
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</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>2-3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$800</td>
<td>$735</td>
<td>$680</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$680</td>
<td>$625</td>
<td>$575</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$600</td>
<td>$550</td>
<td>$510</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$520</td>
<td>$480</td>
<td>$440</td>
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Mechanical Specifications

<table>
<thead>
<tr>
<th>Space</th>
<th>Width x Depth (inches/picas)</th>
</tr>
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<tbody>
<tr>
<td>Full page</td>
<td>7.375 x 9.675 / 44p3 x 58p0</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.85 x 8 / 29p1 x 48p3</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.85 x 7.25 / 29p1 x 43p8</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.75 x 8 / 22p1 x 48p3</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.375 x 4 / 44p3 x 23p9</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.3 x 8 / 13p9 x 48p3</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>7.375 x 2.6 / 44p3 x 15p10</td>
</tr>
</tbody>
</table>

Trim size: 8.375 x 10.875 / 50p3 x 65p3
Materials: Must be delivered as PDF files (PDFX-1a compliant and/or 300 dpi - 4/c and 1200 dpi - b/w)

File Instructions
Identify material by name of advertiser, journal, and issue (e.g., ALA_YALS_vol20no3.pdf). Send contract, insertion orders, correspondence, and electronic ad files to Bill Spilman at bill@innovativemediasolutions.com.
Copy and Contract Regulations
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Company______________________________
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Rate_______________________________
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Young Adult Library Services
☐ Volume 20, no. 3-4
Reservations: July 5, 2023
Materials: Aug. 2, 2023

☐ Volume 21, no. 1-2
Reservations: July 31, 2023
Materials: Aug. 28, 2023

☐ Volume 21, no. 3-4
Reservations: Dec. 4, 2023
Materials: Oct. 20, 2023

☐ Volume 21, no. 1-2
Reservations: Sept. 1, 2023
Materials: Jan. 11, 2024

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**Special Advertising Opportunities**

YALS’ digital platform allows for additional advertising opportunities such as a popup welcome message, sidebar ads, videos, and more! An exclusive e-blast advertising opportunity is also available.

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**E-blast**

**160x600 skyscraper ad**

Exclusive opportunity for advertisers to reach YALSA members (4,500+) and YALS subscribers. E-blast is sent out every time a new issue is released.

**Pop-up welcome message (interstitial page)**

A pop-up welcome message/ad that appears before the issue opens.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

**Start page (presentation page)**

A start page that appears directly along the left-side of the issue’s cover.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

**Left Sidebar Widget**

A left sidebar that appears alongside the issue. It allows for ads with max dimensions of 120 x 600 (skyscraper), 728x90 (banner), or 160x600 (wide skyscraper).

*Files must be delivered as a JPG.*

**Video Enhancements**

Video enhancements can be placed within the digital issue to compliment or enhance existing ad material.

Videos must be supplied via a link (Youtube, Vimeo, etc) or in either MP4, F4V or FLV video format with the following requirements:

- Can be set to auto-play or click to play.
- Can be embedded on a page or as a popup.
- Recommended resolution: 640W x 360H
- Recommended bitrate: between 300kb/s and 700kb/s.
- Maximum file size:100MB.
- The only supported audio codec for FLV files is MP3.
- MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.

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**Space**

<table>
<thead>
<tr>
<th>Space</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>160x600 skyscraper ad (e-blast)</td>
<td>$1000</td>
</tr>
<tr>
<td>Pop-up page</td>
<td>$750</td>
</tr>
<tr>
<td>8.375 x 10.875</td>
<td></td>
</tr>
<tr>
<td>Start page</td>
<td>$1000</td>
</tr>
<tr>
<td>8.375 x 10.875</td>
<td></td>
</tr>
<tr>
<td>Sidebar Widget (multiple sizes available)</td>
<td>$1000</td>
</tr>
<tr>
<td>Video (interior)</td>
<td>$500</td>
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