As a publishing unit of the Association of College and Research Librarians, Choice supports the work and professional development of academic librarians by providing tools and services that help them become more effective advocates for their patrons. Through its over fifty-year history, it has established itself as an authoritative source for the evaluation of scholarly resources and as the publisher of trusted research in areas of interest to a changing academic library community. Today, Choice works to bring librarians, scholars, publishers, and the reading public together, facilitating a shared concern for the discovery, management, and preservation of scholarly information.
AUDIENCE DEMOGRAPHICS

Connect with the audience you need through the brand they trust!

Our audience has relied on our authoritative content for over 55 years, making Choice the number one go-to experts for trusted sources that enhance and inspire the work of the academic library community.

**Teaching Faculty** 3%

**Directors & Library Deans** 14%

**Academic Librarian** 73%

**Department Head** 6%

**ADMIN** 3%

**MLIS Student** 1%

*figures based on 29K verified audience members

**Carnegie Class Representation**

- Doctorate - Granting: 50%
- Baccalaureate: 20%
- Masters & Associates: 15%
- Undergraduate: 15%

**Audience by Region**

- U.S.: 89%
- Canada: 6%
- EMEA: 3%
- APAC: 2%

*figures based on 21K verified audience members

**Librarian by Job Segment**

- Reference / Research: 40%
- Information Literacy/Instruction: 20%
- Collection Development: 15%
- Cataloging/Technical Services: 14%
- Subject Specialist: 6%
- Electronic Resources: 3%
- Special Collections/Archivists: 2%

*figures based on 21K verified audience members

Effective January 2020
AUDIENCE ENGAGEMENT

Over 70,000 audience members engage with our brand through the multiple channels of content we offer, including our white papers, webinars, podcasts, social media, direct messaging, magazine, or utilizing our peer-reviewed titles in our databases.
# ADVERTISING

## PRINT

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$3,800</td>
<td>$3,550</td>
<td>$3,400</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$2,850</td>
<td>$2,700</td>
<td>$2,500</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>$2,350</td>
<td>$2,150</td>
<td>$2,000</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>$4,660</td>
<td>$4,250</td>
<td>$4,000</td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>-----</td>
<td>$4,000</td>
<td>$3,800</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>-----</td>
<td>$4,400</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

All rates reflect full color ads

## DIGITAL BANNERS

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD BANNER</td>
<td>$1,000</td>
<td>$850</td>
<td>$800</td>
</tr>
<tr>
<td>SQUARE BANNER</td>
<td>$800</td>
<td>$650</td>
<td>$600</td>
</tr>
</tbody>
</table>

Monthly Ad Impressions: 10K  
Click-thru rate: 2%  
Rates reflect one month online
# Content Marketing

## e-BLAST

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$3,800</td>
</tr>
<tr>
<td>3X</td>
<td>$3,400</td>
</tr>
<tr>
<td>6X</td>
<td>$3,200</td>
</tr>
</tbody>
</table>

Distribution: 13,000
Open Rate: 25%
Click-thru rate: 5%

## e-NEWSLETTER

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>1X</td>
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</tr>
<tr>
<td>3X</td>
<td>$1,500</td>
</tr>
<tr>
<td>6X</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

Distribution: 2,500
Open Rate: 30%
Click-thru rate: 15%

### Multi-Channel Sponsored Content Package

Reach over 15K active readers with this multi-channel package.

Print article has perpetual access thru our marketing site, Choice360.

Social media post and newsletter banner include #SPONSOR NAME

- 2-Page article publishes in print
- Posted to CHOICE360 Blog page
- Social Media Posts
- Placement in Academic Publishing Weekly newsletter

### Our Newsletters

<table>
<thead>
<tr>
<th>Internet Resources</th>
<th>Noteworthy e-Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editors' Picks</td>
<td>Exemplary titles selected monthly</td>
</tr>
<tr>
<td>Forthcoming Titles</td>
<td>New publications for academic collections</td>
</tr>
<tr>
<td>Community College Resources</td>
<td>Must have titles for CCs</td>
</tr>
<tr>
<td>Hot Topics</td>
<td>Timely content &amp; supporting titles</td>
</tr>
<tr>
<td>Academic Publishing Weekly</td>
<td>The latest publishing industry news</td>
</tr>
</tbody>
</table>

Effective January 2020
EDITORIAL CALENDAR

January 2020
Forthcoming Art & Architecture Titles

February 2020
Forthcoming Titles in African American Studies

March 2020
Spring Announcements
Forthcoming Women & Gender Studies Titles

April 2020
Forthcoming Psychology Titles

May 2020
Forthcoming Science & Technology Titles

June 2020
ALA ANNUAL CONFERENCE
Forthcoming Titles in Library & Information Science

July 2020
Forthcoming Performing Arts & Mass Media Titles

August 2020
Forthcoming Business Titles

September 2020
Fall Announcements
Forthcoming Titles in Asian & Asian-American Studies

October 2020
Forthcoming Titles in Political Science & Economics

November 2020
Forthcoming Reference Titles

December 2020
Outstanding Academic Title Awards

Effective January 2020
## PRODUCTION SCHEDULE

### Effective January 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>5-Nov</td>
<td>19-Nov</td>
<td>30-Dec</td>
</tr>
<tr>
<td>February</td>
<td>5-Dec</td>
<td>19-Dec</td>
<td>28-Jan</td>
</tr>
<tr>
<td>March</td>
<td>7-Jan</td>
<td>21-Jan</td>
<td>26-Feb</td>
</tr>
<tr>
<td>April</td>
<td>5-Feb</td>
<td>19-Feb</td>
<td>26-Mar</td>
</tr>
<tr>
<td>May</td>
<td>4-Mar</td>
<td>19-Mar</td>
<td>27-Apr</td>
</tr>
<tr>
<td>June</td>
<td>6-Apr</td>
<td>20-Apr</td>
<td>27-May</td>
</tr>
<tr>
<td>July</td>
<td>5-May</td>
<td>19-May</td>
<td>26-Jun</td>
</tr>
<tr>
<td>August</td>
<td>5-Jun</td>
<td>19-Jun</td>
<td>28-Jul</td>
</tr>
<tr>
<td>September</td>
<td>6-Jul</td>
<td>20-Jul</td>
<td>27-Aug</td>
</tr>
<tr>
<td>October</td>
<td>5-Aug</td>
<td>19-Aug</td>
<td>25-Sep</td>
</tr>
<tr>
<td>November</td>
<td>7-Sep</td>
<td>21-Sep</td>
<td>27-Oct</td>
</tr>
<tr>
<td>December</td>
<td>6-Oct</td>
<td>20-Oct</td>
<td>23-Nov</td>
</tr>
</tbody>
</table>

**ISSUE**

**SPACE RESERVATIONS**

**PRINT**

**DIGITAL**
## PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>WIDTH</th>
<th>DEPTH</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.25&quot;</td>
<td>9.25&quot;</td>
</tr>
<tr>
<td>1/2 Page-Horizontal</td>
<td>7.25&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>1/2 Page-Vertical</td>
<td>3.50&quot;</td>
<td>9.00&quot;</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.3125&quot;</td>
<td>9.00&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.50&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>2 separate full pages</td>
<td></td>
</tr>
<tr>
<td>Cover</td>
<td>7.25&quot;</td>
<td>9.25&quot;</td>
</tr>
</tbody>
</table>

- Submit as hi-res PDF, 300 dpi
- Trim size is 8.5" x 11"
- Live area is 7.25" x 9.25"
- Bleed ads sized to 8.875" x 11.375"
- Bleed should extend at least 3/16" beyond trim size
- Vital copy (text & images) should be no closer than 3/16" to trim
- Crop marks should be at least 3/16" from any live area
- Define all colors as spot or process. RGB, LAB, and index colors must be converted to CMYK, grayscale, or spot color.
- Graphics should have an effective resolution of 300 dpi
- Bitmap graphics (line art) should have an effective resolution of 600 dpi
- Duotones should be created in a photo manipulation program such as Photoshop.
- Printing is offset on 45 lb. which stock, perfect bound
- Covers are 8-point covered stock

Effective January 2020
DIGITAL SPECIFICATIONS

**e-NEWSLETTER**
- 728 x 90 px. static banner & URL
- Word document (120 words max)
- Image (280x280 px.) & URL

**e-BLAST**
- HTML file & subject line
- All fonts, images and links must be embedded into a single HTML file
- Maximum file size: 100KB
- Maximum Width: 728 px.

**DIGITAL BANNERS**

Leaderboard Banner
728 x 90 px.

Square Banner
250 x 250 px.

Submit as JPG or GIF max. 30K file with URL

Effective January 2020
CONTACT INFORMATION

For inquiries, reservations and submitting artwork contact:

Pam Marino
Advertising Sales Manager
pmarino@ala-choice.org
PH: 860.347.6933  x128
C: 860-301-1285

 Recent Advertisers

Adam Matthew
OverDrive
ProQuest
Rowman & Littlefield
Springer Nature
Georgetown University Press
University of Nevada Press
Oxford University Press
University of Ottawa Press
University of Toronto Press
Taylor & Francis Group
American Psychological Assoc.
Modern Language Association
International Monetary Fund
United Nations Publications
Wilfrid Laurier University Press

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 CHOICE, 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 close deadline. Cancellations must be in writing and submitted to the advertising sales manager.

Effective January 2020