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 source of trusted information that enhances and inspires the work of the academic library community.

<table>
<thead>
<tr>
<th>Teaching Facility</th>
<th>Directors &amp; Library Deans</th>
<th>Academic Librarian</th>
<th>Department Head</th>
<th>Administration</th>
<th>MLIS Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>14%</td>
<td>73%</td>
<td>6%</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Figures based on 29K verified audience members

**Carnegie Class Representation**

- Doctorate – Granting: 50%
- Baccalaureate: 20%
- Masters & Associates: 15% (gray) 15% (gray)

**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

**Audience by Region**

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

Figures based on 21K verified audience members
AUDIENCE ENGAGEMENT

Over 60,000 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, and by utilizing our peer-reviewed titles in our databases.

<table>
<thead>
<tr>
<th>Webinar Registrants</th>
<th>Website Views</th>
<th>Podcast Listeners</th>
<th>Overall Audience</th>
<th>Newsletter Subscribers</th>
<th>e-Mail Recipients</th>
<th>White Paper Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>29,050</td>
<td>25,000</td>
<td>3,450</td>
<td>60,000</td>
<td>16,000</td>
<td>13,000</td>
<td>4,000</td>
</tr>
</tbody>
</table>

**CHOICE REVIEWS**

- **1,050** Institutional Subscribers
- **76K** Page Views (Monthly)

**SOCIAL MEDIA**

- **1.5K** Followers
- **36K** Impressions
- **10.6K** Followers (New in 2020)
- **10.6K** Followers (New in 2020)
- **60,000** Page Views (Monthly)

**CHOICE MEDIA CHANNEL**

- **1.1K** Subscribers
- 5.6K Page Views (Monthly)

**ccADVISOR**

- **233** Institutional Subscribers
- **1.5K** Page Views (Monthly)

**CHOICE (print)**

- **789** Institutional Subscribers
- **4,730** Readership

**CHOICE360**

- **9.1K** User Sessions
- **15.6K** Page Views (Monthly)

All figures represent monthly averages.
Advertising
# ADVERTISING RATES

## PRINT

<table>
<thead>
<tr>
<th>Space</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>$3,550</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>$4,250</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>Space</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

Maximize your reach
**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 Resource Roundup newsletter

**e-Blast**

- **1X** $3,800
- **3X** $3,400
- **6X** $3,200

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

**e-Newsletter**

- **1X** $2,000
- **3X** $1,500
- **6X** $1,200

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

---

**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>Resource Roundup</td>
<td>Relevant, informative content for librarians</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 and supporting titles</td>
</tr>
<tr>
<td>Academic Publishing Weekly</td>
<td>The latest publishing industry news</td>
</tr>
</tbody>
</table>

---

**CONTENT MARKETING**

**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 Resource Roundup newsletter

---

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**3X** $3,400
**6X** $3,200

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**3X** $1,500
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**Open Rate:** 30%
**Click-thru Rate:** 15%

---

**1X** $2,000
**3X** $1,500
**6X** $1,200

**Distribution:** 2,500
**Open Rate:** 30%
**Click-thru Rate:** 15%
EDITORIAL CALENDAR

January 2021
Art & Architecture Titles

February 2021
Titles in African American Studies

March 2021
Spring Announcements
Women & Gender Studies Titles

April 2021
Psychology Titles

May 2021
Science & Technology Titles

June 2021
ALA ANNUAL CONFERENCE
Forthcoming Titles in Library & Information Science

July 2021
Performing Arts & Mass Media Titles

August 2021
Business Titles

September 2021
Fall Announcements
Titles in Asian & Asian-American Studies

October 2021
Titles in Political Sciences & Economics

November 2021
Reference Titles

December 2021
Outstanding Academic Title Awards
### PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIAL CLOSE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>PRINT</td>
<td>DIGITAL</td>
</tr>
<tr>
<td>January</td>
<td>November 5</td>
<td>November 19</td>
</tr>
<tr>
<td>February</td>
<td>December 7</td>
<td>December 18</td>
</tr>
<tr>
<td>March</td>
<td>January 7</td>
<td>January 21</td>
</tr>
<tr>
<td>April</td>
<td>February 5</td>
<td>February 19</td>
</tr>
<tr>
<td>May</td>
<td>March 5</td>
<td>March 19</td>
</tr>
<tr>
<td>June</td>
<td>April 6</td>
<td>April 20</td>
</tr>
<tr>
<td>July</td>
<td>May 5</td>
<td>May 20</td>
</tr>
<tr>
<td>August</td>
<td>June 7</td>
<td>June 18</td>
</tr>
<tr>
<td>September</td>
<td>July 6</td>
<td>July 20</td>
</tr>
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<td>October</td>
<td>August 5</td>
<td>August 19</td>
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<tr>
<td>November</td>
<td>September 7</td>
<td>September 20</td>
</tr>
<tr>
<td>December</td>
<td>October 5</td>
<td>October 20</td>
</tr>
</tbody>
</table>
# PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</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&quot;</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.3125&quot;</td>
<td>9&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></td>
<td>2 Separate Full Pages</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 and 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
11 ■ 2021 Choice Media Planning Guide

**CONTENT MARKETING**

**e-Newsletter**
- 728 x 90 px. static banner and URL
- Word document (120 word maximum)
- Image (280 x 280 px.) and URL

**Digital Banners**
- Leaderboard Banner 728 x 90px
- Square Banner 250 x 250px
  Submit as a JPG or GIF with URL
  Maximum 30kb file size

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

---

**SPONSORED CONTENT**

**IMAGE**

**TEXT**

---

**CHOICE**
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 Association
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.
The Choice-ACRL webinar program offers sponsors an exciting opportunity to present a professional-development focused presentation to a specific audience of academic librarians and their colleagues. These popular and well-regarded web presentations support and enhance the role of today’s academic librarian while allowing sponsors to strengthen their brand awareness within the community.

Each program is a live, interactive, 60-minute presentation offering relevant and useful information that benefits and enriches today’s academic library community.

To date our programs have drawn in over 120,600 research and academic librarians, library deans and directors, faculty, MLIS students, and adjacent members of the public.
Consider the cost of securing exhibitor space, freight costs and staff travel expenses. Add to that dwindling conference attendance and having to compete with other vendors for their attention.

Make the smarter choice ... with a one-hour, live, interactive webinar through Choice-ACRL. You'll have the undivided attention of members of the academic library community. This professionally managed webinar will cost 55% less than exhibiting and reach 10X the audience.

<table>
<thead>
<tr>
<th></th>
<th>Conference Exhibitor</th>
<th>Webinar Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Costs</td>
<td>$10,000</td>
<td>$0.00</td>
</tr>
<tr>
<td>Staff Travel Expenses</td>
<td>$3,000</td>
<td>$0.00</td>
</tr>
<tr>
<td>Staff Housing and Meals</td>
<td>$6,000</td>
<td>$0.00</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$19,000</td>
<td>$8,500</td>
</tr>
<tr>
<td>Leads Generated</td>
<td>100</td>
<td>1,000</td>
</tr>
</tbody>
</table>

"Thank you both for all your support and help with the Choice webinar – everyone on our end was very pleased. Thanks for all your hard work on this – the professionalism and quality was excellent!"
– Jeff Hahn, Social Explorer

"Thank you both for this totally fascinating webinar. I learned a lot. The topic was very relevant and the speaker was phenomenal – an expert and engaging speaker!"
– a webinar attendee
Each sponsorship includes
- A post-presentation suite of metrics
- Full lead list
- MP4 file for further marketing
- Indefinite program access discoverable thru Choice’s Media Channel

$8,500
Single Program

$8,000
2–3 Programs

$7,500
4–5 Programs

$7,000
6+ Programs

1,000
Average registrations

50%
Average attendance

29,050
Invite distribution

"Please accept my thanks for a wonderfully useful webinar. While it may be a statement of the condition of my work life, the hour watching the webinar live was the most productive hour I have spent this spring semester. I am much more confident that I can cite my sources and construct reference lists and communicate to my students valuable information that will serve them the remainder of the studies, as well as beyond."
– Michael Card, Ph.D., Public Policy and Administration

*Figures represent our current running averages. Some programs may vary.*
HOW WE MARKET YOUR PROGRAM

Sponsor supplies the program summary, speaker bios and head-shots, and we take care of the rest including:

- Set up and maintain the registration site
- Create invitation
- Market program 4 weeks in advance thru multiple channels
- Post-webinar survey collects attendee data and feedback
- Recorded program posts to Choice Media Channel on YouTube within 24 hours

"I just watched the archived version of an Choice-ACRL webinar on primary sources. I thought it was one of the best webinars I’ve ever seen and they did a great job of promoting different ways to use primary sources."

– a webinar attendee

All webinars are presented at 2:00 p.m. EDT and 11:00 a.m. PDT
To learn more or to place a reservation contact:

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

For production assistance with a scheduled program contact:

Mark Derks
Senior Digital Media Producer
mderks@ala-choice.org
PH: 860.347.6933 x102

Sabrina Cofer
Digital Media Coordinator
scofer@ala-choice.org
PH: 860.347.6933 x139

Webinar Sponsors
AAAAS
Bibliu
Cambridge University Press
DeGruyter
Ex Libris
OECD
OverDrive
ProQuest
Springer Nature
WEBINAR BEST PRACTICES

GUIDELINES AND TIPS FOR A SUCCESSFUL PROGRAM

THE WEBINAR TOPIC
More than an infomercial: In keeping with the mission of the Choice-ACRL webinar program, your webinar should present information about topics of interest to the academic library community. While you may use your products and services as examples of best practices, your webinar is not the place for pure product marketing. Webinars that offer no more than sales pitches for your products will not be accepted.

What works:
- Keep the audience in mind. Attendees will likely include library and information professionals from the academic library community, faculty from universities and library school students.
- Topics of interest to this group range from overall current issues in librarianship (i.e., challenges the academic librarian faces today, such as social media, e-books, patron-driven acquisition) to more focused presentations targeted at specialty fields (i.e., special collections of interest to subject/liaison librarians). We can provide you with some suggestions or you can come up with your own topic.
- When writing your topic summary, provide speaker bios that highlight the expertise of the presenters.

THE WEBINAR TITLE

What works:
- Concise, interesting, conveys a clear sense of the topic. A good rule of thumb is that the title should be about ten words in length.
- Examples of past titles that have generated high registration and attendance numbers:
  - "What is the Role of the Librarians in an Open Access World?"
  - "The Library in 2020"
  - "Building Library Community Through Social Media"
- Additional publicity via social media (Facebook, Twitter) a press releases.

What doesn’t work:
Titles that are too "clever," wordy, or that mask the content of the presentation. Witty titles work well in conference settings, but for online events they can be confusing and actually deter registrants.
THE PRESENTATION

What works:
- Engage the audience. Use the polling and incorporate visually interesting graphics (charts, pictures, video clips).
- Be prepared to handle Q&A. Have someone from your organization dedicated to monitoring the chat feature, selecting the best questions to be answered and directing them to the appropriate speaker. Have some "seed" questions ready to spark a discussion or to fill in gaps between questions.

What doesn't work:
- Overly scripted or rehearsed presentations.
- Using slides as a visual crutch and reading content straight from the PowerPoint.
- Allocating more than ten minutes at most for Q&As (at the end of the webinar or incorporated throughout). Some webinars generate lots of questions, others not as many.
- "Infomercials" for new products or titles. The topics should develop into more than a thinly veiled sales pitch. However, new products can be worked into the presentation, especially if free trials or discounted offers are included at the end of the presentation.

THE TECHNICAL ASPECTS

Our webinar platform is Zoom. A tech rehearsal is held five days prior to every webinar. This rehearsal is mandatory to ensure that tech issues are addressed prior to the live event.

What works:
- Landlines, handsets (headsets, if you need your hands free for demonstrations).
- Use a wired Internet connection and a fast computer with all necessary updates installed.
- Project when speaking. The recording of the event lowers the volume slightly, so louder is better.

What doesn't work:
- Cell phones or speaker phones.
- Skipping the tech rehearsal. This step is crucial to ensuring the success of the live program.
- Having a speaker call in from overseas without attending the tech rehearsal, or with an unusual phone set-up.

THE SPEAKERS

- Select experienced public speakers, preferably those with experience in webcast presenting.
- Presenters should be knowledgeable about the topic and have real-world experience in their field.
- Suggested max of 3 speakers for panels. Single presenters work well, as long as there is someone else on the line to moderate the Q&A portion.
- Speaking clearly, loudly and at the same volume level throughout the program is the key.
TOPIC SUGGESTIONS FROM ATTENDEES

- Social work in today's libraries
- Universal design and accessibility
- Primary sources - strategies for locating them or various online collections
  Scholarly communication
- Bystander Intervention in Libraries
- Searching strategies and databases for nursing and allied health students
- How to support education students
- Real researchers that are informed about a topic
- Islam, Middle Eastern librarianship
- Slow academia
- Teaching with archives
- Best practices/ideas for libraries at tabling events
- Incorporating artifacts in research
- e-book selection
- Libraries' involvement in learning analytics
- How to cope - community college libraries in particular (no money, few staff, have
to do too many jobs every day, no time/money for creativity or innovation). How
to assess e-book use when use is not measured in your ILS. Setting up systematic
e-book use approach across multiple vendors
- Collection development focused webinars
- Small to large size deselection projects
- Advanced and complex collection assessment methods
- What other libraries do and implement parts that will work for your own
- Print PDA analysis, collections and budgets, ILL and CONTU guidelines
- Open Education Resources
- Copyright: COUNTER/SUSHI
WELCOME to The Authority File!
Choice's weekly podcast featuring in-depth conversations about contemporary trends, best practices and case studies important to the academic library community. The show spotlights authors, publishers, librarians, researchers and other higher education luminaries.

**Audience**
The academic library community including research and academic librarians, professors, instructors, facility, MLIS students and other interested individuals.

**Content**
- Author/Editor interviews
- Thought-leadership conversations
- Case study discussion
- Trends in librarianship

**Program Metrics**

**Consumption Rate 3,450/month**

- **1,800 average downloads per month**
  Downloads represent the number of audio files saved to a device to listen at any given time.

- **1,650 average streams per month**
  Streams are delivered via the hosting platform at the same time it's being consumed.

- **425 average listening hours per month**
  Listening hours refer to a rolling total of the amount of time the podcast is listened to per month.
THE PODCAST TEAM

Who has a knack for creating awesome content and likes to scale tall buildings in a single bound? That would be Bill Mickey, Choice’s Editorial Director. The master of ceremonies and the voice behind the mic. Bill moderates each episode of The Authority File with the enthusiasm and ease of any talk show host.

The Emerald City had OZ and Choice has Mark Derks, Senior Digital Media Producer and the master-mind behind The Authority File. He writes, he produces and he’s the one pushing all the right buttons to create the audible imagery behind each episode of The Authority File.

Sabrina Cofer, Digital Media Coordinator, rounds out the team with her skillful writing and her ability to keep concurrent episodes, speakers, and audio finessing on track.
Leverage our reputation and magnify your reach

Sponsoring a program through The Authority File gives you intimate access to a devoted, captivated audience and offers sponsors a highly viable means of marketing products and services in this ever-changing, fast-paced environment.

Put our listeners within your reach with programs about trends, industry stories and more. By partnering with The Authority File sponsors can also deliver messages in 30-60-second spots to attract audience members with strong loyalty to our brand.

Program and Commercial
RATE: $3,500

- Includes 1-hour program episodes edited into (4)15-minute segments and dropped once a week
- Pre-roll announcement 30–60-second mid-roll commercial post-roll announcement
- Branding on published programs
- Each episode is promoted on social media.
- MP4 audio file available to sponsor
Podcasting is one of the fastest growing forms of media and is quickly becoming an innovative form of marketing to the academic library community. Choice is dedicated to the topics we talk about. We want to share knowledge, educate, and create a conversation that is impactful to our listeners.

“Podcasting is the only digital medium that can keep an audience engaged through 98% of a 30 minute show?"*

The answer: Audio. And audio alone.

*https://blog.pacific-content.com

Ranked one of the best academic library podcasts

"The Authority File provides you with insight on the academic library market through conversations with representatives of some of the biggest and most innovative companies in the academic market, as well as authors of insightful books, librarians who are transforming their field, and academics whose research is laying the groundwork for the future."*
A podcast is a series of digital audio files containing stories relevant to a specific genre. The files are dropped as episodes that are available for download from various platforms. Unlike a radio program, listeners can access content anytime, anywhere.

**DIGITAL INFLUENCER**
Captivating stories thru podcasts are influencing the way we do business and the way we communicate with our audience.

If you value audience engagement, audio should be part of your marketing plan.

**SPONSOR BENEFITS**

- Cost Savings compared to other forms of communication
- Syndicated Content and Brand Recognition
- Boost your Search Engine Optimization
- "Evergreen Content" retains relevance and attracts organic traffic for an extended period of time
THE LISTENER'S PERSPECTIVE

Podcasts are easily accessible and a purposeful way to learn

**When they listen**

- **49%** Home
- **4%** Public Transport
- **11%** Work
- **22%** Driving
- **4%** Gym
- **3%** Walking
- **7%** Other

### Other Fast Facts

- **51%** of Americans have listened to a podcast.
- Podcasts are mostly listened to on smartphones.
- **22%** listen weekly
- **67%** 18–44 years old
- Podcasts listeners are gender balanced

![Podcasts vs. Other Audio Graph]

- **33%** Podcasts
- **14%** Streamed Audio
- **15%** Owned Music
- **25%** AM/FM Radio
- **5%** TV
- **8%** Other Audio

*37M Americans

### Podcast listeners are more active on social media

- **94%** are more active on social media
- **69%** agreed that podcast ads made them aware of new products and services and increased purchase intent

*These metrics reflect podcasting as a medium within the U.S. and are not specific to The Authority File. *Musicoomph.com  Hubbardchicago.com
For inquiries or reservations contact:

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Terms & Conditions
All content and advertising is subject to the publisher's approval and may be rejected for any reason.

Advertisements are accepted and aired 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 sponsor nor its agency may cancel a reservation once a contract is signed. Contact the advertising sales manager for alternative options.
Join forces with Choice to create content that enhances and strengthens the role of the librarian, promotes librarianship, and influences scholarly research and publishing. The goal of Choice Research is to create a content library to help academic librarians gain perspective on contemporary librarianship through market surveys, white papers, and case studies.

Choice products are regularly read, listened to, and watched by over 40,000 members of the academic library community. We invite you to collaborate with us to reach your target audience as we build valuable content supporting today’s academic librarian. Please visit our marketing site at Choice360.org/Librarianship/WhitePapers to view our current papers.

FAQ

Who decides the topic for the survey?
Topics are either developed by Choice or proposed by the sponsor, with editorial approval by Choice.

Who creates the questions?
While Choice is responsible for creating survey questions, we invite sponsor input and suggestions.

Who creates and deploys the survey?
Choice.

Who writes the white paper?
Each Choice white paper is written by experts in their respective fields, either by practicing librarians or industry insiders with specialized knowledge.

How long does the project take?
Estimated 4–5 months.

Who publishes the white paper?
Choice is responsible for producing and distributing the white paper, with underwriting from the sponsor.

Is there an embargo period for the sponsor?
Choice will market the paper for 3 months from publication date. After this time the sponsor is free to promote the paper thru its own channels.

Does sponsor get lead information?
Yes!
SPONSOR A PAPER

Project Themes
Our papers focus on issues and topics in information management and other related subjects. The outcomes should provide actionable intelligence to the academic library community.

What’s Included
Included in each sponsorship are a co-branded white paper, supplied to the sponsor in PDF format, and a full marketing program, including online banners, social media posts, and e-Blasts. Each campaign will include the sponsor’s logo and a link to a registration page, where the paper can be downloaded. The sponsor receives full lead information from the registration page (average 850 leads).

4–5 months
Project lead time

$25,000
Cost
CASE STUDY

$10,000
Timeline – 2 months

A two-page, fully designed, research study that would include supporting images, data points, and other graphic details. The report will examine a specific topic pertaining to academic libraries and includes:

- Interview
- Writing
- Copy Editing and Proofreading
- Design
- Report published to Choice360 Blog Page and in CHOICE magazine
- Additional marketing to include media posts, email marketing

To learn more contact:
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