

# CHOICE

Start with better options



Media Planning Guide

# THE CHOICE BRAND



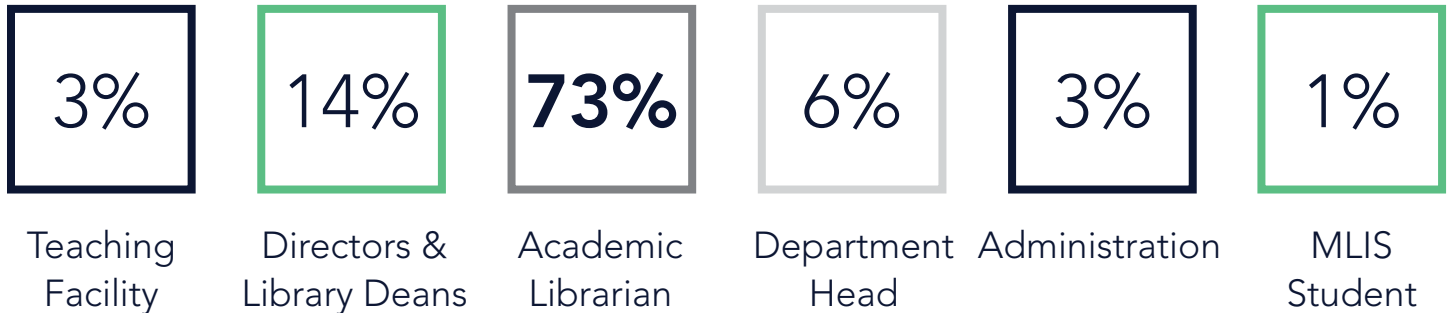
As a publishing unit of the Association of College and Research Librarians, Choice supports the work and professional development of academic librarians by providing tools and services that help them become more effective advocates for their patrons. Through its over fifty-year history, it has established 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.



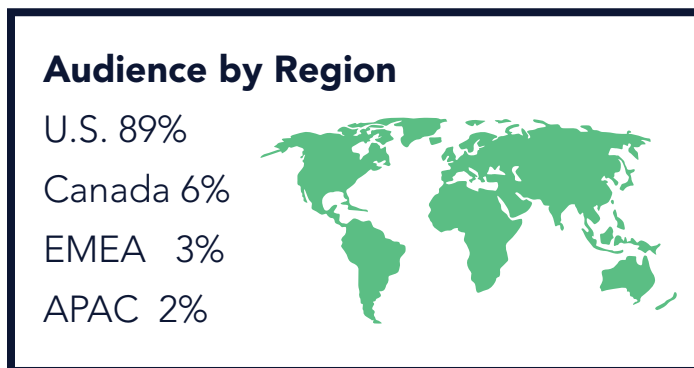
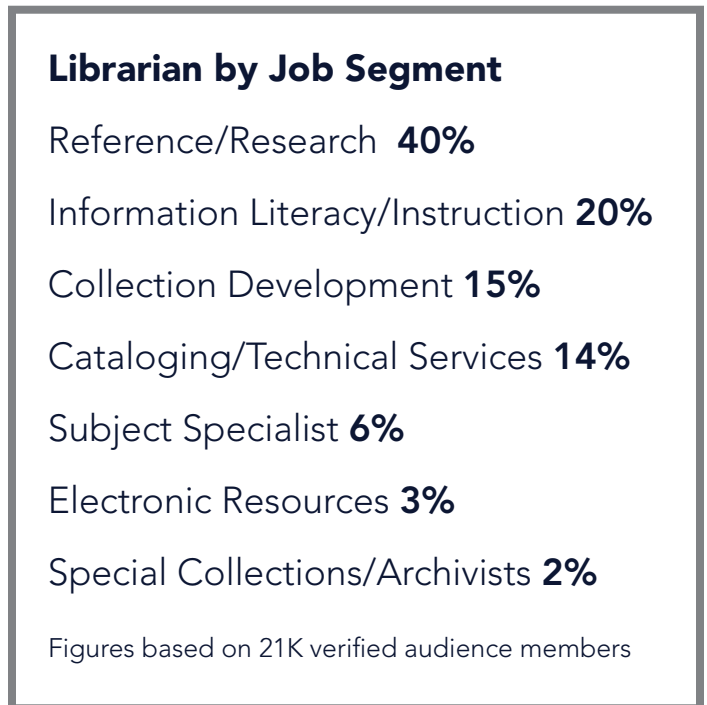
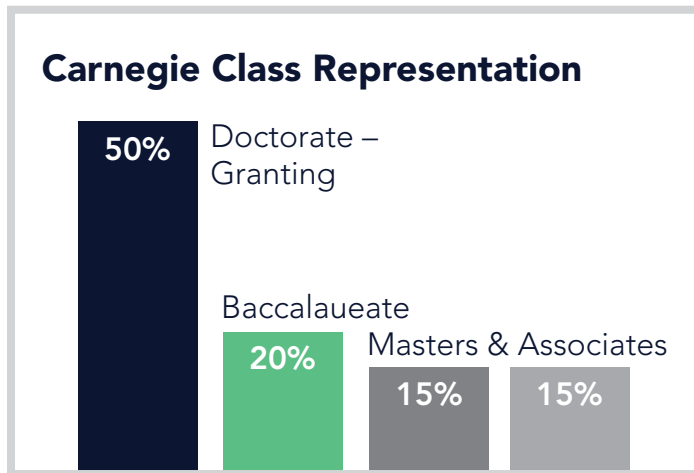
# AUDIENCE DEMOGRAPHICS

**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.



Figures based on 29K 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.



### CHOICE REVIEWS

- 939** Institutional Subscribers
- 85K** Page Views (Monthly)

### SOCIAL MEDIA

- 1.7K** Followers
- 62K** Impressions
- 10.3K** Followers
- 80** Followers
- 320** Followers



### CHOICE MEDIA CHANNEL

- 2K** Subscribers
- 14.5K** Page Views (Monthly)

### ccADVISOR

- 258** Institutional Subscribers
- 1.8K** Page Views (Monthly)

### CHOICE (print)

- 675** Institutional Subscribers
- 4K** Readership

### CHOICE360

- 14K** User Sessions
- 53K** Page Views (Monthly)

All figures represent monthly averages

# Advertising



**CHOICE**

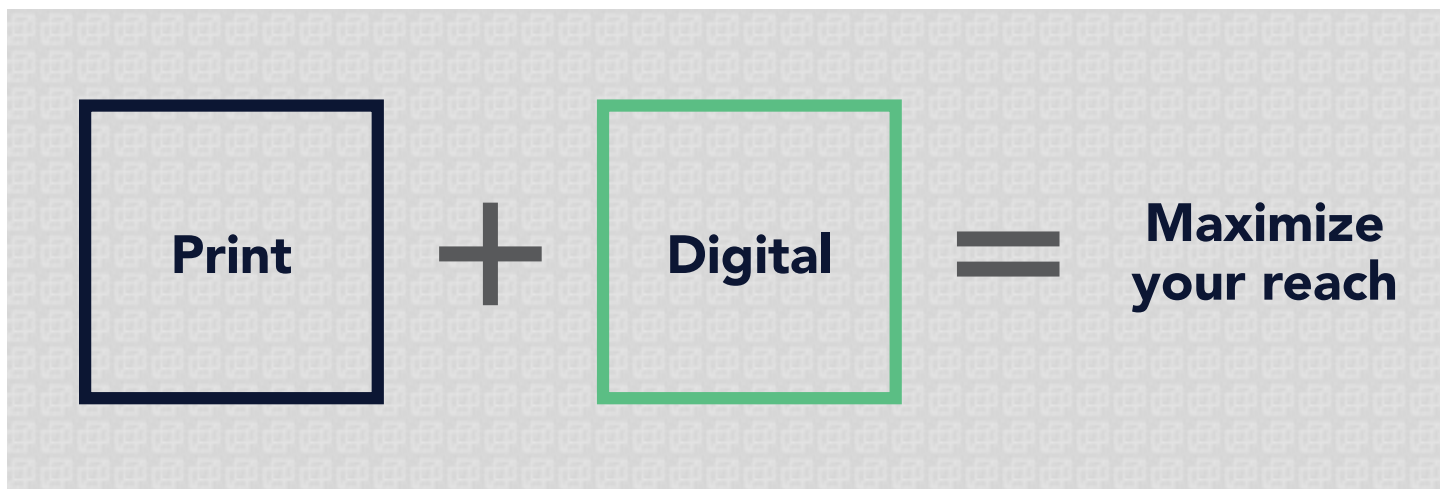
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# ADVERTISING RATES



PRINT			
Space	1x	6x	12x
Full Page	\$3,800	\$3,550	\$3,400
1/2 Page	\$2,850	\$3,550	\$2,500
1/4 Page	\$2,350	\$2,150	\$2,000
1/3 Page	\$1,500	\$1,350	\$1,200
2-Page Spread	\$4,660	\$4,250	\$4,000
Inside Front Cover	—	\$4,250	\$3,800
Back Cover	—	\$4,400	\$4,200

All rates reflect full color ads



DIGITAL BANNERS			
Space	1x	6x	12x
Leaderboard Banner	\$1,000	\$850	\$800
Square Banner	\$800	\$650	\$600

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



# CONTENT MARKETING

## e-Blast

<b>1X</b> \$3,500	<b>3X</b> \$3,200	<b>6X</b> \$3,000
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Distribution: **13,000**

Open Rate: **25%**

Click-thru Rate: **5%**

## e-Newsletter

<b>1X</b> \$2,000	<b>3X</b> \$1,500	<b>6X</b> \$1,200
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Distribution: **2,000**

Open Rate: **30%**

Click-thru Rate: **5%**

**\$7,500**

### 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 include #SPONSOR NAME

- 2-page article publishes in print
- Posted to Choice360 blog page
- Social media posts
- Placement in Resource Roundup newsletter

### e-Newsletter Options

Internet Resources	Noteworthy e-resources
Editors' Picks	Exemplary titles selected monthly
Forthcoming Titles	New publications for academic collections
Community College Resources	Must have titles for CCs
Hot Topics	Timely content and supporting titles
Choice Digest	User news & updates
Academic Publishing Weekly	The latest publishing industry news
Resource Roundup*	Relevant, informative content for librarians ( <b>*5K distribution - \$2K rate</b> )

# EDITORIAL CALENDAR

## January 2022

Art & Architecture  
Titles



## February 2022

Titles in African  
American Studies

## March 2022

Spring  
Announcements

Women & Gender  
Studies Titles

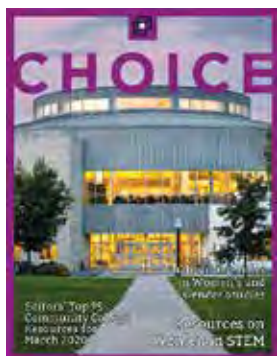


## April 2022

Psychology Titles

## May 2022

Science & Technology  
Titles



## June 2022

### ALA ANNUAL CONFERENCE

Forthcoming  
Titles in Library &  
Information Science

## July 2022

Performing Arts &  
Mass Media Titles

## August 2022

Business Titles



## September 2022

### Fall Announcements

Titles in Asian &  
Asian-American  
Studies

## October 2022

Titles in Political  
Sciences & Economics



## November 2022

Reference Titles

## December 2022

Outstanding  
Academic Title  
Awards

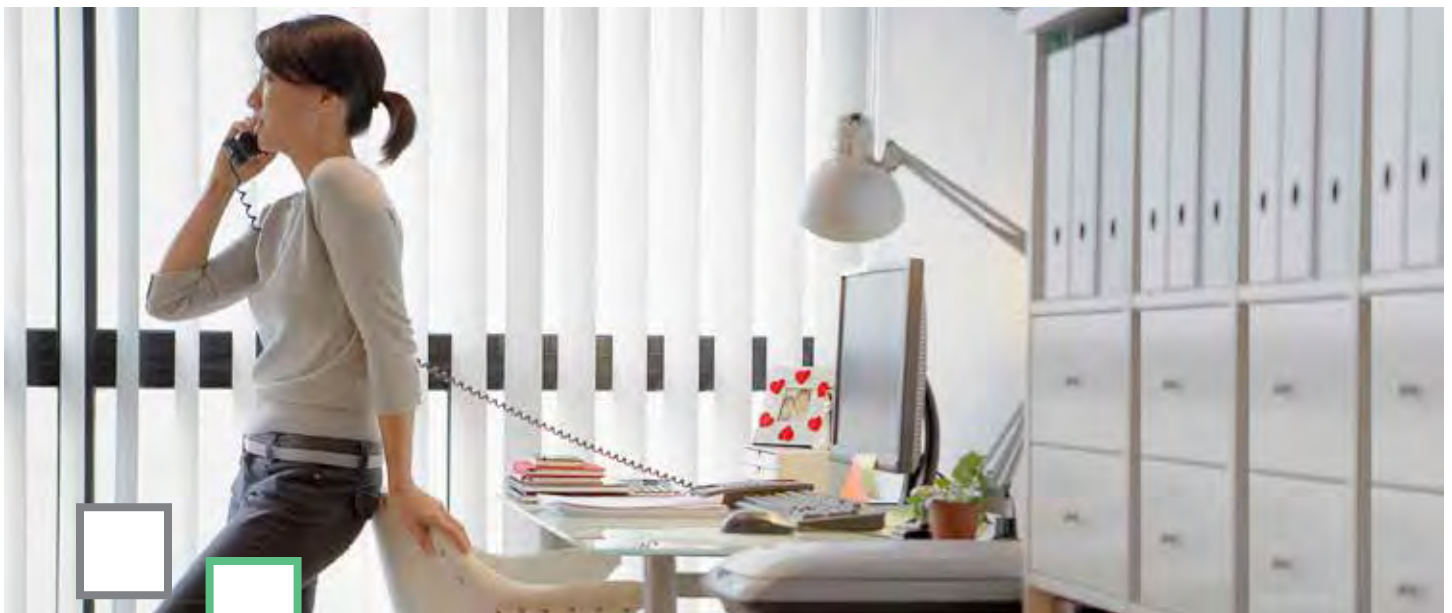




# PRODUCTION SCHEDULE



ISSUE	SPACE RESERVATIONS	MATERIAL DEADLINES	
		PRINT	DIGITAL
January	November 10	November 19	December 27
February	December 10	December 20	January 25
March	January 10	January 20	February 22
April	February 10	February 18	March 25
May	March 10	March 18	April 25
June	April 8	April 20	May 25
July	May 10	May 20	June 24
August	June 10	June 20	July 25
September	July 8	July 20	August 26
October	August 10	August 19	September 26
November	September 9	September 20	October 25
December	October 10	October 20	November 23



# PRINT SPECIFICATIONS

	WIDTH	DEPTH
Full Page	7.25"	9.25"
1/2 Page Horizontal	7.25"	4.75"
1/2 Page Vertical	3.50"	9"
1/3 Page	2.3125"	9"
1/4 Page	3.50"	4.75"
2-Page Spread	2 Separate Full Pages	
Cover	7.25"	9.25"

- Submit as hi-res PDF, 300 dpi, max file size 3-5MB
- 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



# DIGITAL MARKETING SPECIFICATIONS

## e-Newsletter

- 728 x 90 px. static banner and URL
- Word document (120 word maximum)
- Image (300 x 500 px.) and URL
- All assets must be static



## 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.

## Website Banners

- Leaderboard Banner 728 x 90px
  - Square Banner 250 x 250px
- Submit as JPG or GIF with URL  
Maximum 30KB file  
Animation Limits: Loop count 1, delay time 3/100 sec.



# CONTACT INFORMATION

For inquires, reservations and submitting artwork contact:



**Pam Marino**, Advertising Sales Manager

pmarino@ala-choice.org | PH: 860.347.6933 x128 | C: 860.301.1285

## Terms & Conditions

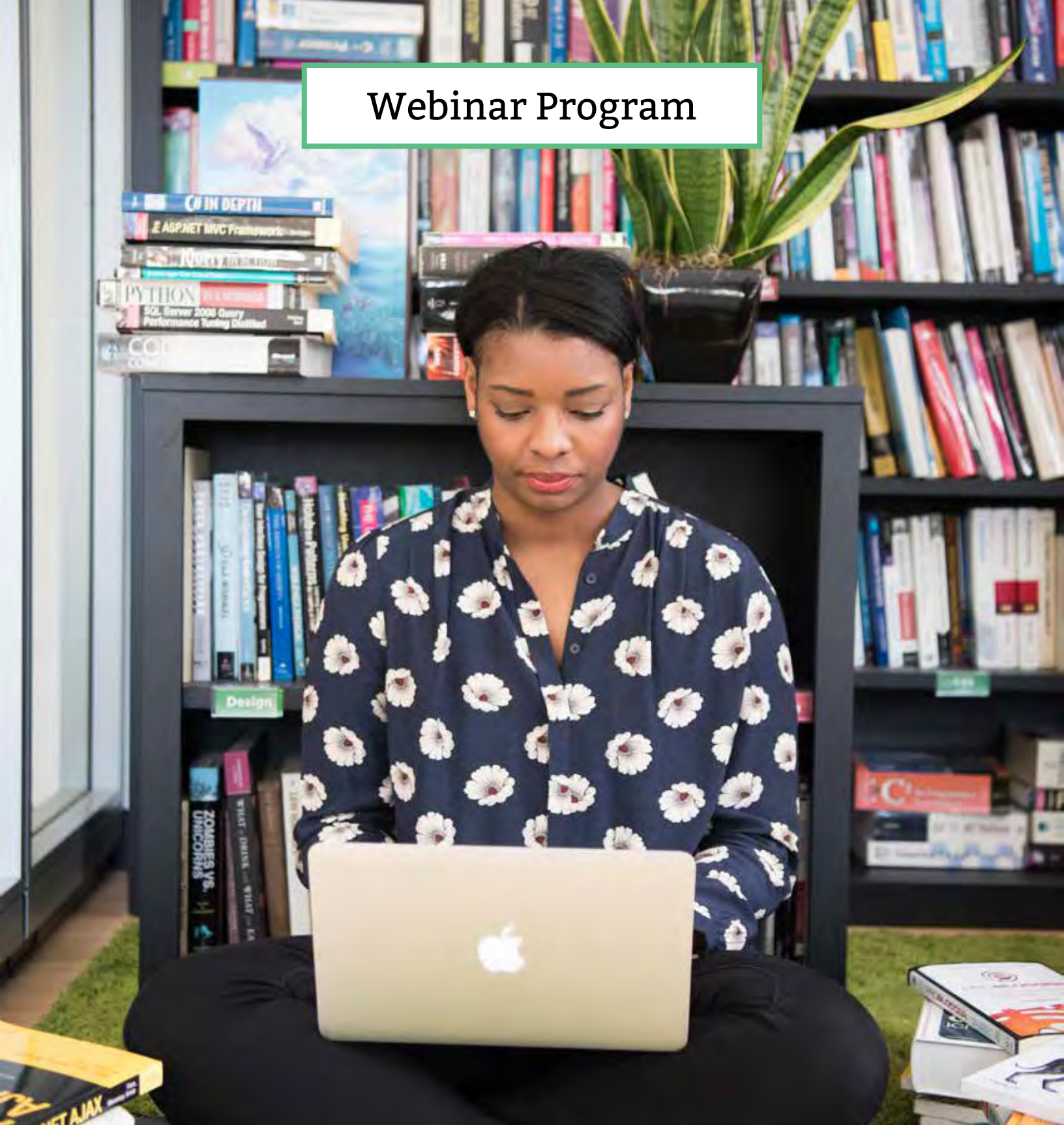
All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising for any reason.

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.



# Webinar Program



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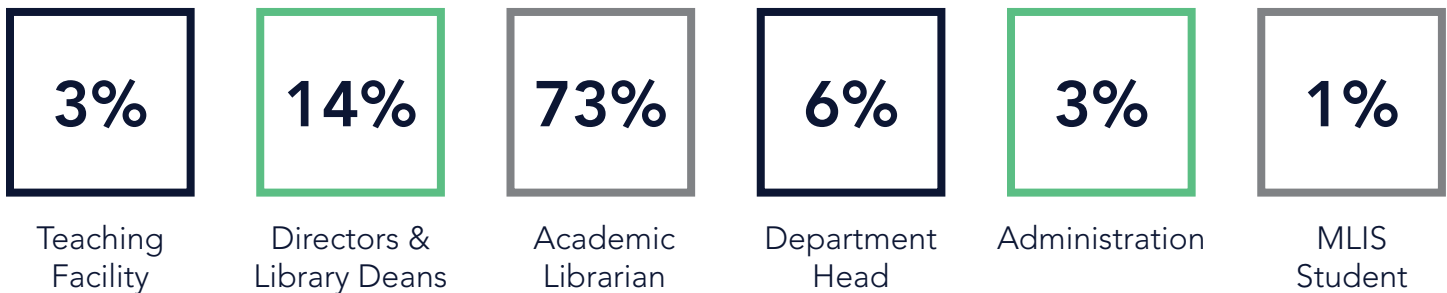
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# ABOUT CHOICE-ACRL WEBINARS

The Choice-ACRL webinar program offers sponsors an exciting opportunity to present a professional-development program to the academic library community. 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.

Our 8-year history has presented over 220 programs to over 171,000 members of the academic library community

## Audience Demographics



Thanks again for the invitation to this webinar that offers useful tips for my work as an acquisition librarian. What I have learned from the ACRL Choice webinars help me select the subscription databases for my school. – PSU Librarian

I also would like to commend you all on the quality of this webinar. Especially in this weird time in which we are living and working, the information, suggestions, and tips, were all extremely helpful and timely. – Dallas College Librarian



# SPONSORSHIP DETAILS

## 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
- Program is recorded and archived

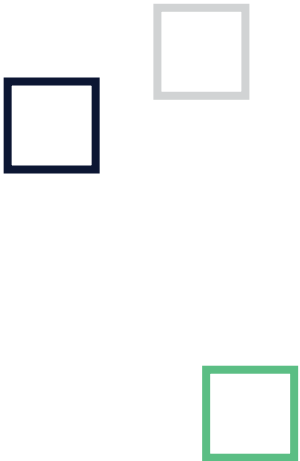
The team has been great to work with, and partnering with Choice has produced one of our most successful outreach programs to date.  
– Iain Williamson, OECD iLibrary

**SPONSORSHIP RATE**  
**\$8,500**  
Multi-program discounts available.

You guys are amazing – the event was flawless! Thanks for all you’ve done.  
– Nate Stemen, ProQuest

Sponsorship benefits:

- A post-presentation suite of metrics
- Full lead list
- MP4 file for further marketing
- Perpetual program access discoverable thru Choice's Media Channel



# CONTACT INFORMATION

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

## Recent Sponsors



**SPRINGER NATURE**

**OverDrive**





# Podcast Program



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# BRAND OVERVIEW



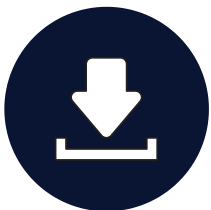
## WELCOME to The Authority File!

Choice's weekly podcast featuring in-depth conversations about contemporary trends, best practices and case studies important to the academic library community. The show hosted by Choice's Editorial Director, Bill Mickey, spotlights authors, publishers, librarians, researchers and other higher education luminaries.

### Ranked one of the best academic library podcasts by PlayerFM

"The Authority File provides you with insight on the academic library market through conversation. We are dedicated to the topics we talk about. We want to share knowledge, educate, and create a conversation that is impactful to our listeners. Our podcast features representatives from some of the 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."\*

\*PlayerFM



**1,000+**  
downloads  
per month



**220+**  
newsletter  
subscribers

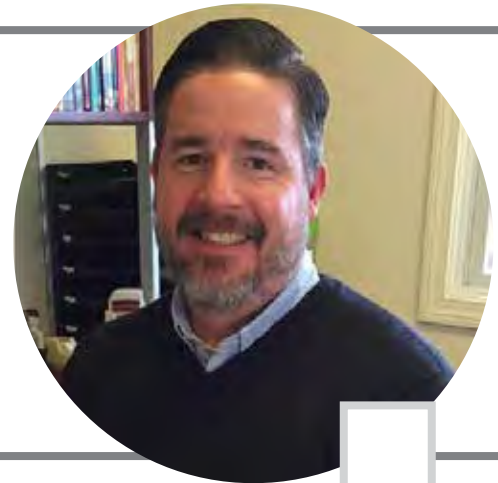
### Available on these apps



# 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.



# BECOME A SPONSOR

## 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.

### RATE: \$3,500

- Includes 1-hour program episodes edited into (4) 15-minute segments and dropped once a week
- 30-second mid-roll commercial plus post-roll announcement (optional)
- Branding on all published programs
- Each episode is promoted on social media and a dedicated e-Newsletter
- MP3 audio file available to sponsor for further marketing



**If you value 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



# CONTACT INFORMATION



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PH: 860.347.6933 x128

C: 860-301-1285

**For schedule or production inquires 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

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## Terms & Conditions

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Neither the sponsor nor its agency may cancel a reservation once a contract is signed. Contact the advertising sales manager for alternative options.



# Choice Research



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# CHOICE RESEARCH

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](https://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

- A co-branded, fully-designed paper presented in a PDF format
- A registration page where the paper can be downloaded and lead information recorded
- A 3-month marketing campaign that includes:
  - press release
  - an e-blast to the Choice house list
  - an exclusive banner placed within multiple content channels
  - social media posts
- Lead information provided to sponsor at the end of the marketing campaign
- Perpetual access to the paper on **Choice360.org**



**4–5 months**  
Project  
lead time



Cost: **\$25,000**





# Custom Publishing



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# CUSTOM PUBLISHING

## 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:

Pam Marino

Advertising Sales Manager

pmarino@ala-choice.org

PH: 860.347.6933 x128

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**YOUR LOGO  
HERE**