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.

Teaching Facility 3%
Directors & Library Deans 14%
Academic Librarian 73%
Department Head 6%
Administration 3%
MLIS Student 1%

Figures based on 29K verified audience members

Carnegie Class Representation
- Doctorate – Granting 50%
- Baccalaureate 20%
- Masters & Associates
  - 15%
  - 15%

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%

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>45K</td>
<td>53K</td>
<td>1.5K</td>
<td>60K</td>
<td>19K</td>
<td>12K</td>
<td>6.5K</td>
</tr>
</tbody>
</table>

**CHOICE REVIEWS**

- **813** Institutional Subscribers
- **7.5K** User Sessions
- **62K** Page Views

**SOCIAL MEDIA**

- **1.8K** Followers
- **62K** Impressions
- **10.5K** Followers
- **104** Followers
- **350** Followers

**TOWARD INCLUSIVE EXCELLENCE**

- **1.8K** Page Views
- **15K** Social Media Impressions
- **450** Newsletter Subscribers

**CHOICE (print)**

- **615** Institutional Subscribers
- **4K** Readership

**CHOICE MEDIA CHANNEL**

- **2.3K** Subscribers
- **14.5K** Page Views

**CHOICE360**

- **21K** User Sessions
- **40K** Page Views

All figures represent monthly averages
# 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>

Rates reflect one month online.

---

Print
Readership: 3.7K

Digital
Impressions/Month: 15K
Click-thru Rate: 2%

Maximize your reach
CONTENT MARKETING

**e-Blast**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$3,500</td>
</tr>
<tr>
<td>3X</td>
<td>$3,200</td>
</tr>
<tr>
<td>6X</td>
<td>$3,000</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>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>$2,000</td>
</tr>
<tr>
<td>3X</td>
<td>$1,500</td>
</tr>
<tr>
<td>6X</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

Distribution: **2,000**
Open Rate: **30%**
Click-thru Rate: **5%**

**e-Newsletter Options**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Resources</td>
<td>Noteworthy e-resources</td>
</tr>
<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 and supporting titles</td>
</tr>
<tr>
<td>Choice Digest</td>
<td>User news &amp; updates</td>
</tr>
<tr>
<td>Academic Publishing Weekly</td>
<td>The latest publishing industry news (1 month = 4 releases. Rate: $2K)</td>
</tr>
<tr>
<td>Resource Roundup*</td>
<td>Relevant, informative content for librarians (*5K distribution - $2K rate)</td>
</tr>
</tbody>
</table>

---

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

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

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

**Distribution:** **2,000**
**Open Rate:** **30%**
**Click-thru Rate:** **5%**
EDITORIAL CALENDAR

January 2023
Art & Architecture Titles

February 2023
Titles in African American Studies

March 2023
Spring Announcements
Women & Gender Studies Titles

April 2023
Psychology Titles

May 2023
Science & Technology Titles

June 2023
Forthcoming Titles in Library & Information Science

July 2023
Performing Arts & Mass Media Titles

August 2023
Business Titles

September 2023
Fall Announcements
Titles in Asian & Asian-American Studies

October 2023
Titles in Political Sciences & Economics

November 2023
Reference Titles

December 2023
Outstanding Academic Title Awards
# PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATIONS</th>
<th>MATERIAL DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>PRINT</td>
</tr>
<tr>
<td>January</td>
<td>November 10</td>
<td>November 19</td>
</tr>
<tr>
<td>February</td>
<td>December 10</td>
<td>December 20</td>
</tr>
<tr>
<td>March</td>
<td>January 10</td>
<td>January 20</td>
</tr>
<tr>
<td>April</td>
<td>February 10</td>
<td>February 18</td>
</tr>
<tr>
<td>May</td>
<td>March 10</td>
<td>March 18</td>
</tr>
<tr>
<td>June</td>
<td>April 8</td>
<td>April 20</td>
</tr>
<tr>
<td>July</td>
<td>May 10</td>
<td>May 20</td>
</tr>
<tr>
<td>August</td>
<td>June 10</td>
<td>June 20</td>
</tr>
<tr>
<td>September</td>
<td>July 8</td>
<td>July 20</td>
</tr>
<tr>
<td>October</td>
<td>August 10</td>
<td>August 19</td>
</tr>
<tr>
<td>November</td>
<td>September 9</td>
<td>September 20</td>
</tr>
<tr>
<td>December</td>
<td>October 10</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 Vertical</td>
<td>3.50&quot;</td>
<td>9&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.25&quot;</td>
<td>4.75&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, 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

**Website Banners**
- Leaderboard Banner 728 x 90px
- Square Banner 250 x 250px
Submit as JPG or GIF with URL
Maximum 30KB file
STATIC ADS ONLY

**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.
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.

For inquires, reservations and submitting artwork contact:

Pam Marino, Program Director, Advertising, Sponsorships & Underwriting
pmarino@ala-choice.org  |  PH: 860.347.6933 x128  |  C: 860.301.1285
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

- 3% Teaching Facility
- 14% Directors & Library Deans
- 73% Academic Librarian
- 6% Department Head
- 3% Administration
- 1% MLIS Student

Choice-ACRL webinars help me see the library beyond what’s on my desk and help me feel like I’m a part of a larger and engaging community. – recent webinar attendee

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
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

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

SPONSORSHIP RATE
$9,500

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
CONTACT INFORMATION

To learn more or to place a reservation contact:

Pam Marino
Program Director, Advertising, Sponsorships & Underwriting
pmarino@ala-choice.org
PH: 860.347.6933 x128

For production assistance with a scheduled program contact:

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

Ashley Roy
Digital Media Assistant
aroy@ala-choice.org
PH: 860.347.6933 x150

Recent Sponsors
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

1,300+ downloads per month
310+ enewsletter subscribers

Available on these apps

[Apple App Store](#)  [Stitcher](#)  [Google Play](#)
RESERVE YOUR PROGRAM

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

For inquiries or reservations contact:

Pam Marino
Program Director, Advertising,
Sponsorships & Underwriting
pmarino@ala-choice.org
PH: 860.347.6933 x128
C: 860-301-1285

For schedule or production inquiries contact:

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

Ashley Roy
Digital Media Assistant
aro@ala-choice.org
PH: 860.347.6933 x150

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
- 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

Contact Pam Marino
Program Director of Advertising, Sponsorships & Underwriting
pmarino@ala-choice.org
Custom Publishing

CHOICE
Start with better options
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 social media posts, email marketing

To learn more contact:

Pam Marino
Program Director, Advertising, Sponsorships & Underwriting
pmarino@ala-choice.org
PH: 860.347.6933 x128
Toward Inclusive Excellence
Welcome to Toward Inclusive Excellence (TIE), the Choice blog that explores issues of equity, diversity, and inclusion, as they affect the academic library community and beyond.

Led by Alexia Hudson-Ward, Associate Director of Research and Learning at MIT Libraries, this channel features weekly blog posts as well as a podcast series and webinars that present interviews with influential authors and advocates and provide practical guidance on DEIA issues within the academy. Follow along as we explore the intricacies of racial justice as they relate to implicit bias, systemic racism, ableism and other pertinent topics.

It is our goal to development a pool of knowledge and actionable resources for those seeking to understand racism from new perspectives.
THE TIE AUDIENCE

Audience Engagement

- 2K Monthly Page Views
- 750 Podcast Listens
- 1.5K Webinar Attendees
- 500 Newsletter Subscribers
- 35K Monthly Social Media Impressions

Audience Reach

- 1% LATM
- 3% APAC
- 83% U.S.
- 8% EMEA
- 5% Canada

What They Say About TIE ...

- helpful and informative
- compelling and thoughtful conversation
- insightful dialogue
- validating
- engaging and thought provoking
BECOME A SPONSOR

Choice & TIE invite you to join as a monthly sponsor in support of our efforts to bring awareness, change the narrative, and enrich the overall educational experience.

This month-long sponsorship is exclusive to your support and includes:

- A banner statement acknowledging your support will run on all TIE pages for the month

TIE gratefully acknowledges this month’s underwriter

- Sponsor logo and brand statement will be included on all TIE marketing deployed for that month including:
  - (4) weekly blog posts
  - (4) TIE e-newsletters
    (includes sponsored content space for sponsor’s EDIA content)
  - weekly social media activity

Sponsorship Rate: $5,000

Material Requirements

- Brand Statement (max. 120 words) & URL
- Company Logo image
- Social Media tags
- Sponsored content: 564 x 275 px (png file) & URL

Additional sponsorship opportunities for podcasts and webinars also available.
For available sponsorship opportunities contact:

Pam Marino
Program Director, Advertising, Sponsorships & Underwriting
pmarino@ala-choice.org

Choice & TIE gratefully acknowledge underwriting support from our sponsors