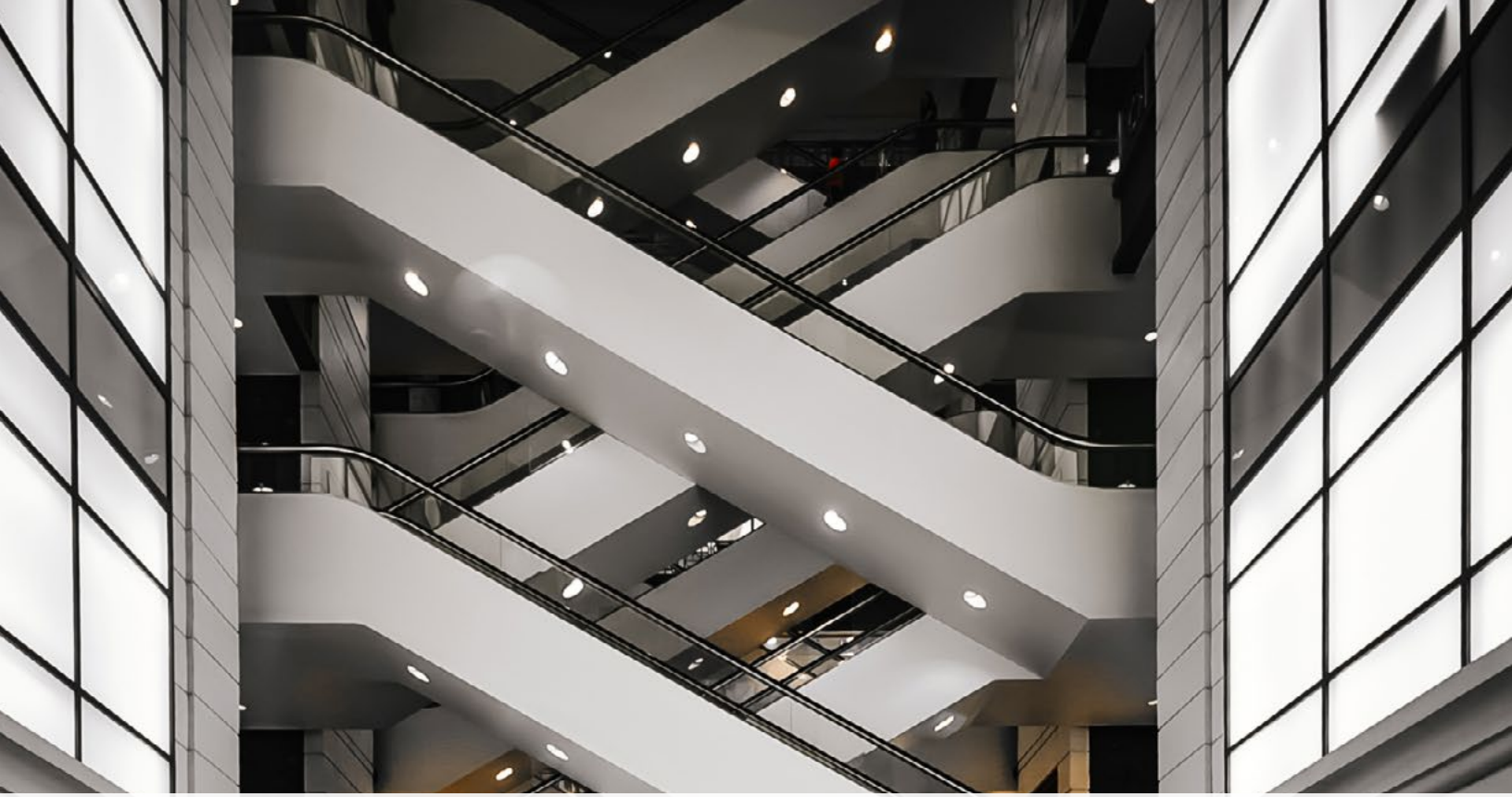

CHOICE

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2026 Media Planning Guide

About Choice

Since 1965, Choice has provided academic librarians with the up-to-date information they need to best serve their community. As a publishing unit of the Association of College and Research Libraries, a division of the American Library Association, Choice has unparalleled access to the academic library market. Our brands include Choice Reviews, Toward Inclusive Excellence, and LibTech Insights. Our audience relies on us to provide them with timely and actionable advice on what to collect, what to recommend, how to serve their increasingly diverse communities, and how to navigate the latest technology trends.

Our Brands

CHOICE Reviews

TOWARD INCLUSIVE EXCELLENCE

LibTech Insights

Our Channels

- *Choice* magazine
- Choice Reviews
- Choice360.org
- The Authority File podcast
- Choice-ACRL webinars
- Newsletters and eblasts
- Social media

Audience Demographics

- **73%** Academic Librarians
- **14%** Directors, Deans
- **6%** Department Head
- **3%** Teaching Faculty
- **3%** Administration
- **1%** MLIS Student

Job Segments

- **40%** Reference/Research
- **20%** Information Literacy
- **15%** Collection Development
- **15%** Technical Services
- **6%** Subject Specialist
- **3%** Electronic Resources
- **2%** Special Collections

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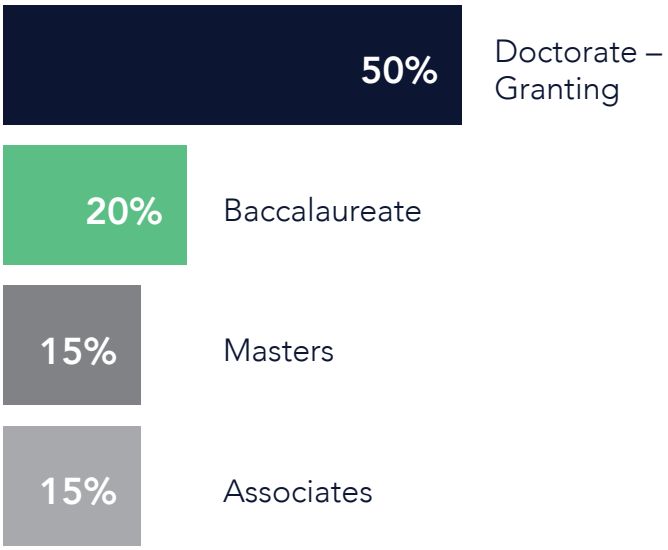
Carnegie Classification



Choice Outstanding Academic Titles

The best in scholarly titles, including books and digital resources, reviewed by Choice during the past year.

- 400 of the best resources reviewed in the last year in Choice
- Selected by Choice editors across all catatorgies.
- Essential titles and digital resources for undergraduate collections.
- Distribution in *Choice* magazine, Choice Reviews, Choice360.org, and via the Outstanding Academic Titles eNewsletter

CHOICE
OUTSTANDING ACADEMIC TITLE

Engagement Highlights

- Choice Reviews and *Choice* magazine subscribers: **1,500**
- Choice360.org monthly page views: **40,000**
- Choice Reviews monthly page views: **51,000**
- Social Media followers: **13,200**
- Newsletter subscribers: **22,000**

Figures represent monthly averages

Reach

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

Essential resources for Academic Libraries

Choice's authority comes not only from our quality content, but by building trust through our parent organizations: the Association of College and Research Libraries (ACRL) and the American Library Association.

Choice's editorial direction is steered by ACRL and ALA membership via the Choice editorial board and under the auspices of the ACRL executive board.

Our reviews and bibliograhical essays are done by academic librarians and teaching faculty, which means we are constantly building trust through our editorial process.

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Advertising Opportunities

eNewsletters

Title		Subscribers	Frequency
Academic Publishing Weekly	The latest academic publishing news	2,200	Weekly
Choice Digest	Update for Choice Reviews subscribers	1,500	Monthly
Community College Titles	Must have titles for 2-year programs	2,300	Monthly
Editors' Picks	Selected exemplary titles	2,000	Monthly
Forthcoming Titles	New publications for academic collections	2,150	Monthly
Hot Topics	Timely titles that give context to current events	2,300	Monthly
Resource Roundup	Open access digital resources	4,100	Monthly

Open rate: **30%**
Click Rate: **5%**

Rate: **$2,000 per placement**

File specs
Leaderboard Banner: 728 x 90 px
Sponsored Content: 628 x 360 px (up to 400 px)

E-Blast

Distribution: **11,500**
Open Rate: **20%**
Click Rate: **5%**

Rate: **$3,500 per placement**

File specs
HTML file with subject line. All fonts, images, and links must be imbedded into a single HTML file.
Maximum file size - 100 KB
Maximum width - 728 px

Submit creative to Choice Artwork Portal

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Webinars

Our webinar program offers sponsors an exciting opportunity to present a professional-development program to the academic library community. These popular 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.

"Choice-ACRL webinars are always excellently conducted. Whenever the topic is of interest, I attend."

"These webinars touch themes and conversations that connect me to larger librarianship. The webinars are motivating and also provide ideas or actions that can be enacted on a smaller scale at my library."

Distribution list: **43,600**
Average registration: **1,200**
Average participation: **32%**
YouTube: **8,750 views per month**

What's included:

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

Rate: **$9,500**

The Authority File podcast

Choice's award-winning 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.

Downloads: **1,870 per month**

Newsletter subscribers: **880**

Rate: **$4,500**

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Research

Partner with Choice to create content that enhances and strengthens the role of academic librarians, 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.

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:
  - a press release
  - an e-blast to the Choice house list
  - an exclusive online banner placed within Choice's multiple content channels
  - social media posts
- Lead generation
- Perpetual access to the paper on Choice360.org

Project lead time: **5 months**

Rate: **$25,000–$40,000**

Case Studies

A two-page, fully designed, case study that includes supporting images, data points, and other graphic details. The report examines a specific business challange affecting academic libraries. For maximum impact, sign on to a series of case studies that follow a trend in higher education.

What's included:

- Interviews, writing, copy editing, design
- Report published in Choice magazine and on Choice360
- Marketing campaign

Project lead time: **2 months**

Rate: **$10,000 (per study)**

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Choice magazine

The most trusted source for academic reviews since 1964.

Circulation: **500**

Frequency: **12 issues a year**

Rates:

Full page (7.25" x 9.25"): $3,500
1/2 page horizontal (7.25" x 4.75"): $2,500
1/2 page vertical (3.50" x 9.00"): $2,500
1/3 page vertical (2.31" x 9.00"): $1,500

File specs:

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", 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.

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. stock, perfect bound

Choice Reviews and Choice360.org

Choice Reviews monthly page views: **50,000**

Choice Reviews subscribers: **900**

Choice360.org monthly page views: **40,000**

Rates:

Leaderboard (728 x 90 px): **$1,200**

Square banner (250 x 250 px): **$850**

File specs: Submit each ad as jpg or png. Include URL.

Sponsored Blog Post

What's Included:

- Post to Choice360/Open Stacks Blog page
- e-Newsletter placement
- Multiple social media posts

Rate: **$4,500**

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LibTech Insights

LibTech Insights (LTI) provides academic librarians, researchers, administrators, and students practical, accessible, and timely analysis of the ever-changing technology environment.

Topics

- Generative AI literacy
- Open web resources
- Metadata and discovery
- Ethics and technology
- Remote work and slow librarianship

Advertising opportunities

eNewsletters

Subscribers: **2,500**
Open rate: **30%**
Click Rate: **5%**

Rate: **$2,000 per placement**

File specs: Leaderboard Banner: 728 x 90 px; Sponsored Content Placement: 628 x 360 px

eBlast

Subscribers: **6,500**
Open rate: **30%**
Click Rate: **5%**

Rate: **$2,500**

File specs: All fonts, images, and links must be imbedded into a single HTML file. Maximum file size: 100 KB; Maximum width: 728 px

Blog banner

6,000 Monthly page views

Rate: **$1,000 per placement per month**

File specs: Leaderboard: 728 x 90 px; Square banner: 250 x 250 px; jpg or png. Include URL

Sponsored blog post

What's included:

- Posts to LTI blog page
- e-newsletter placement
- 1x social media post

Rate: **$5,000 per placement per month**

Case Study

What's included:

- Fully designed report in PDF format posted to the LTI blog
- Marketing campaign

Rate: **$10,000**

White Paper

What's included:

- Fully designed report in PDF format posted to the LTI blog
- Marketing campaign

Rate: contract Pam Marino for pricing

Webinar

What's included:

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

Rate: **$9,500**

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About Toward Inclusive Excellence

The Toward Inclusive Excellence (TIE) content channel explores topics in diversity, equity, and inclusion across the academic library community..

Topics

- Diversifying library collections
- Fostering inclusivity on campus
- Establishing ethics around generative AI tools
- Building a diverse library staff
- Designing inclusive/accessible library spaces
- Facilitating success among diverse student communities

Job Segments

- Reference/Research
- Information Literacy
- Collection Development
- Technical Services
- Subject Specialist
- Electronic Resources
- Special Collections

Sponsorship opportunty

What's included:

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

Sponsor logo and brand statement included on all TIE marketing deployed for that month including:

- four weekly blog posts
- four TIE e-newsletters
- sponsored content space for sponsor's EDIA content)
- weekly social media activity

File specs:

Brand Statement (max. 120 words) and URL

- Company Logo image
- Social Media tags
- Sponsored content: 628 x 290 px and URL
- Square banner 250 x 250 px and URL

Rate: **$5,000**

Production Calendar

Issue	Space Reservations	Materials Deadline Print	Materials Deadline 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

Submit creative to Choice Artwork Portal

Contact Information

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Melissa Carr melcarr@ala.org | (704) 491-7789

Terms and 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.

Podcast and webinar cancelation/change policy

Webinar and Podcast Policy:

Cancellations are not accepted after 30 days from reservation date on order confirmation. Programs may be rescheduled pending availability and will incur an additional fee as noted. Rescheduling fees effective September 1, 2023: Webinar: non-refundable $1,500 fee; Podcast: non-refundable $525 fee. If for any reason sponsor is unable to proceed with the presentation, funds may be applied to other advertising product(s). Choice reserves the right to deny any change requests based on availability.

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