



SLJ TV

Popular video content from
School Library Journal's
editors, bloggers, and partners.

About

SLJTV is the premiere digital hub for dynamic video content from our popular live events and interviews with top influencers in the children's literature community.

Extending *SLJ*'s award-winning coverage, *SLJTV* also provides viewers with an inside look into trending topics, news from the field, and an inside peek into what we are currently working on.



<https://youtu.be/5tF7ddsoR24>

A hallmark of *SLJ*, our reviews are complemented on *SLJTV* with insight from our editors on everything from hot topics in children's lit to the latest in technology and important trends in education and learning including:

- Interviews with top influencers in children's literature
- 30-Second Book Talks
- Tech Reviews
- Dedicated programming with *SLJ's* blog network stars including Betsy Bird, Travis Jonker, and other contributors
- Regular chats with *SLJ* editors on hot topics
- Best practices, how to content, from fun maker activities for your library to tips on early literacy
- Tie-ins to *SLJ's* award-winning feature stories covering a range of issues from serving struggling readers to diverse books

Additional programming will be announced soon.

The screenshot displays the School Library Journal (SLJ) website interface. At the top, the navigation bar includes links for 'about slj', 'content', 'newsletters', 'events', and 'blogs'. The main header features the SLJ logo and the text 'Original video content from School Library Journal's editors, bloggers, and partners.' Below this, a row of icons represents various content categories: 'EDITOR'S CHOICE', 'EVENTS', 'BOOKS & REVIEWS', 'INTERVIEWS', 'FROM THE COMMUNITY', and 'TECH'. The 'Featured Video' section shows a video player with a thumbnail of two women in an interview setting. The video title is 'SLJ Talks to Librarian of Congress Carla Hayden', and the description states: 'Librarian of Congress Carla Hayden has big plans to make the world's largest library more relevant and accessible to kids.' Below the video player are social media sharing icons for Twitter, Facebook, and LinkedIn. The 'Editor's Choice' section features three video thumbnails with their respective titles and descriptions: 1. 'Sonia Manzano talks to Daniel José Older' with the description: 'The acclaimed actress who originated the role of "Maria" on Sesame Street, Manzano discusses her memoir Becoming Maria with fellow author and New Yorker Daniel José Older.' 2. 'Marnie Webb on "Extreme Listening"' with the description: 'CEO of Caravan Studios Marnie Webb unpacks design thinking, providing a model for developing projects, from idea to prototype, through deep, empathetic listening.' 3. 'Fast Learning Sessions at the SLJ Summit' with the description: 'An Ohio librarian changes lives for low-income families through a historic storytelling program and more inspiring mini-talks from our flagship annual event.'

Reach Audiences Directly Where They Are

SLJTV content will be promoted bi-monthly on our websites and newsletters, in addition to our Facebook, Twitter, and Youtube channels.

SLJ.com

294k*

Monthly Visitors

Newsletters

85.7k*

Subscriptions

Facebook

12.3k*

Avg. Reach

Twitter

69.5k*

Followers

Video Channels

71k**

Combined Video Views

5minutes**

Avg. View Duration

*May 2017 Digital Analysis

**Combined Youtube and Vimeo statistics from 2012 to present

Advertising Opportunities

Though *SLJTV* we're concentrating popular videos into a singular hub designed to maximize engagement with our sponsors and partners by experientially integrating them into this dynamic platform through strategic placement of:

- Pre-roll
- Mid-roll
- Closing segment
- Web Banners
- Website Takeover (Skin Background)
- Branded Video

The screenshot displays the SLJTV website interface. At the top, there is a navigation bar with the SLJTV logo and social media icons for Facebook, YouTube, Instagram, and Twitter. Below the navigation bar, there is a section titled "Featured Video" which shows a video player with a thumbnail of two women sitting on a couch. Below the video player, there is a section titled "Editor's Choice" which features three video thumbnails with titles: "Sonia Manzano talks to Daniel José Older", "Mardee Webb on 'Extreme Librarianship'", and "Fast Learning Sessions at the SLJ Summit". Below the "Editor's Choice" section, there is a section titled "Events" which features three video thumbnails with titles: "Karim Abouolouga", "Richard Peck", and "Summit Highlights".

Contact

For more information about advertising opportunities on *SLJTV* please contact us.

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