

**THE**  
**Advocate's**  
**TOOLBOX**

*School Library Journal's* go-to resource for library advocates and school library supporters.

# About

The Advocate's Toolbox eases the work of those trying to make the case that school libraries provide numerous critical functions with a high ROI.

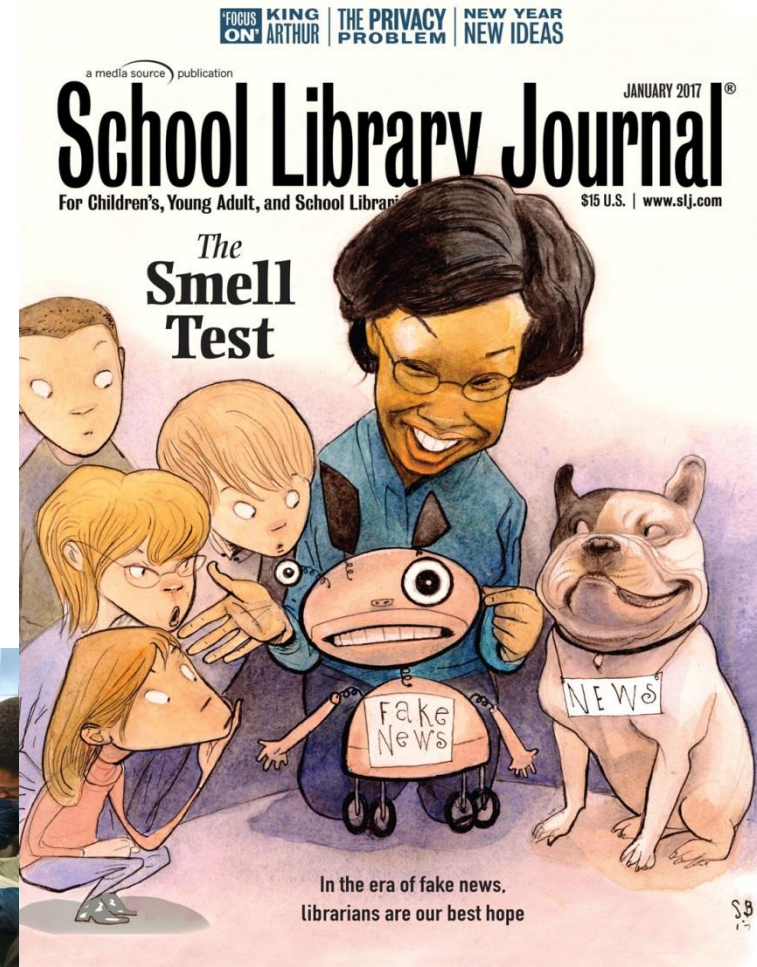
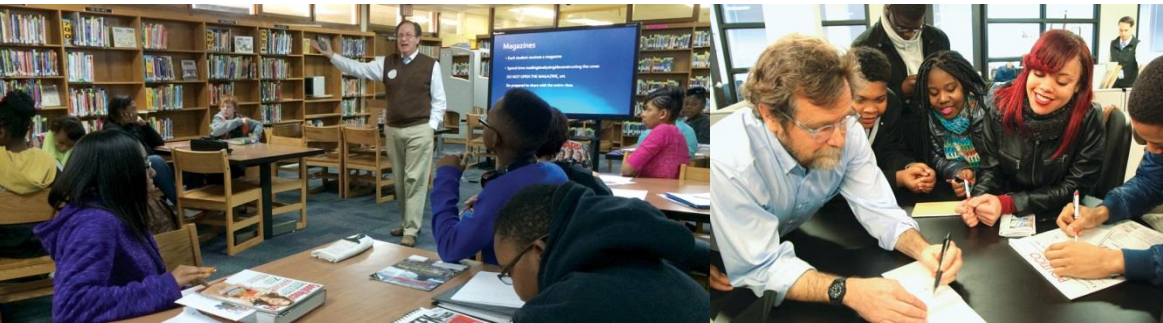
It does this by gathering current, relevant, targeted research, background information, industry initiatives, and real-life examples—along with a liberal dose of inspiration.



2015 SLJ School Librarian of the Year, Kristina Holzweiss

This digital destination provides tools school librarians can use to influence leadership and improve their own skills—giving urgency to each of the following areas:

- School Librarians Driving Innovation
- Proof: Efficacy of School Libraries
- School Libraries as Essential Services
- School Librarians at the Center of Successful Learning
- The Power of School Libraries: Changing Lives, Creating Futures
- Media Guidelines



# Reach Audiences Directly Where They Are

The Advocates Toolbox will be promoted via 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

The digital hub is designed to maximize audience engagement with our sponsors and partners by experientially integrating them into this dynamic platform through strategic placement of:

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

**THE Advocate's TOOLBOX** Proof: Efficacy of School Libraries

Think Local | Inspiration | Network | Resources | About | Assist

**The Advocate's Toolbox** presents current, relevant, targeted research, background information, industry initiatives, and real-life examples to prove that school libraries provide numerous critical functions with a high ROI, and to support individual or team professional development.

**Trail Blazers**

**The LILEAD Project**  
Shaping the Future of Library Programs in Prince George's County Public Schools

Shari Blohm, Supervisor of Library Media Services at Prince George's County Public Schools in Landover MD speaking as part of the LILEAD Project on shaping the future of library programs in her district. More text here and a direct link where you can see the video here.

**Efficacy**

Which of these tech tools do you use with students?

33% of school librarians expect to play a role in expanding their tech competence.

- Learning Management Systems (e.g., Google Classroom, Edmodo, Schoology)
- Free web-based resources (e.g., EasyBib, Powtoon)
- Video hardware and software
- Audio hardware and software
- Coding/programming tools (e.g., Scratch)
- Photography hardware and software
- Circulating/robotic kits
- Digital publishing tools
- Social apps (e.g., Instagram, Snapchat)

**School Library Tech Budgets Rise | SLJ 2017 Technology Survey**

**Innovation**

**The Spirit of Long Island Innovation Celebrated at SLIME**

**Power**

**Immigrant Students Worry as Librarian Lends Support**

**Savvy**

**When School Libraries Partner with Local Organizations, Everyone Benefits**

# Contact

For more information about advertising opportunities on The Advocate's Toolbox, please contact us.

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