



School Library Journal®

For Children's, Young Adult and School Librarians



School Library Journal®



LEVEL THE PLAYING FIELD FOR ALL OF OUR KIDS

"As the job landscape continues to shift, the mission of schools and libraries to address the gap intensifies, and the work of the key players, teachers and librarians, has never been more essential. Of course, they need support with infrastructure to level the playing field. And, as critically, we need enough teachers and librarians to go around, so we don't keep exacerbating the other gaps with what's been called an attention gap as class sizes grow and librarians get stretched thin. Our kids need all the engaged grown-ups they can get in their lives. I know I am not alone as I fret. Luckily, librarians and other educators are full of new ideas, striving toward the common good for our children. Let's give them what they need to do their work."

Rebecca T. Miller

Rebecca T. Miller
Editorial Director
Library Journal and School Library Journal

About Us

School Library Journal aspires to be an accelerator for innovation in schools and public libraries that serve the information, literacy, and technology needs of 21st century children and young adults. *SLJ* produces resources, services, and reviews that make library and education professionals savvier, and communities stronger.

READERSHIP

20,000+

magazine subscribers

40,000+

magazine readers

34,000+

email subscribers

ONLINE

2.7m

visits

4.8m

pageviews

42%

via organic search

20%

via email

15%

via social

SOCIAL NETWORKING

45,000+

twitter

10,000+

f Like

2,700+

tumblr

[An Engaged Community]

LEADERS IN INNOVATION AND INFORMATION

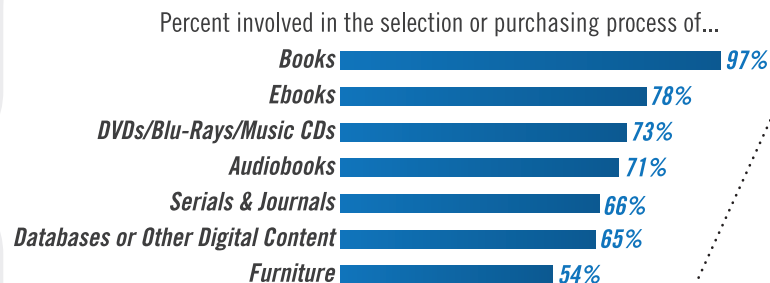
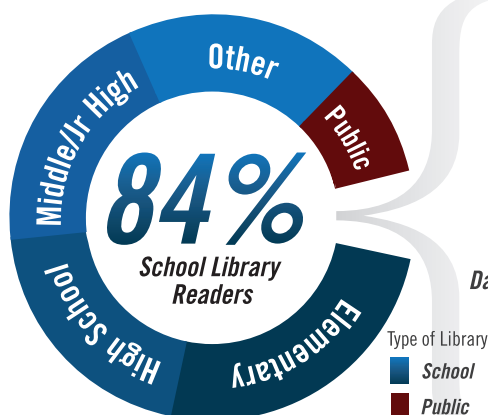
School Library Journal readers include library professionals from school and public libraries, as well as educators from preschool to high school, and publishers and vendors with an interest in serving children and young adults. They rely on our publications, events, and research to help navigate the challenges facing their respective institutions, and provide relevant materials and services their communities need.

- School Library Media Specialist
- Children Services Librarian
- YA Librarian
- Teacher Librarian
- Educator
- Library Director/Asst Director
- Library/Branch Manager

"Information on hot topics as well as books. Easy to scan through and decide what to read later or share with teachers."

"[I] like seeing new ways to incorporate literature into lessons."

Purchase Influence of SLJ Readers



Demographics

SCHOOL LIBRARIANS

Average Age= **51** Average # Years in Profession= **13**

2013-2014 School Library Materials Expenditures:

Mean= **\$9,312** Median= **\$7,483**

PUBLIC LIBRARIANS

Average Age= **43** Average # Years in Profession= **14**

Last Fiscal Year Library Materials Expenditures:

Mean= **\$329,400** Median= **\$87,500**

Base = SLJ Print Readers

School Library Journal®

[Integrated Marketing]

Founded in 1954 as a spinoff of *Library Journal*, *School Library Journal* has evolved with the times to become an indispensable, multi-platform resource for library professionals serving children and young adults. Print and digital; email and social media; live events and webcasts—*SLJ* offers a variety of options for librarians to access the resources and information they need in the format(s) they prefer. Whether leveraging the full breadth of our expansive reach, or taking advantage of highly targeted engagements, you can achieve your goals cost-effectively by choosing the right marketing channels.



PRINT — With in-depth coverage of the library and publishing industries, trusted reviews, expert commentary and eye-catching design, *School Library Journal Magazine*, published monthly, has become a staple in libraries across the country and across the globe.



ONLINE — SLJ.com combines all aspects of *School Library Journal* in one comprehensive website, offering the children's library community a continuously updated hub of information and resources to help them run top-notch libraries.



EMAIL — Highly visible and delivered directly to the inboxes of our targeted audiences, our emarketing tool allows you complete flexibility in messaging and timing. Go beyond advertising to present your story in depth using compelling graphics along with your own call-to-action.



EVENTS/WEBCASTS — Our live and virtual events bring together librarian thought leaders and industry experts along with our experienced staff and leading vendors to offer forward-thinking conversations, presentations, and interactive platforms on a variety of pressing library topics.



CONTENT MARKETING — From social media to custom publishing to native ads, our content marketing initiatives offer deeper engagement with our community that encourages conversation and the exchange of ideas.



RESEARCH — We offer comprehensive and reliable research reports based on surveys and actual data collected by our in-house research experts in a number of areas that help libraries answer hard questions and support decision making.

TITLE PRODUCT
BRANDING

AUDIENCE ENGAGEMENT

THOUGHT LEADERSHIP

LEAD GENERATION

✓	✓		✓	
✓	✓	✓		
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓		✓	✓	✓

School Library Journal®

2015 EDITORIAL CALENDAR

JANUARY TRENDS IN CHILDREN'S LITERATURE BY BETSY BIRD

Reservations 11/24/14 **Materials Due** 12/1/14

Features: Hack Your Notebook; Yoga in the Library; Yoga Storytime Books List

Columns: Pivot Points; Early Learning; Libro por Libro; Up Close

Focus On: Dance

Reviews: Refreshing Reissues; Fiction Series Update: YA

Additional Opportunities: ALA Midwinter Galley Guide

Bonus Distribution: ALA Midwinter, Chicago, IL, January, 30 - February, 3

FEBRUARY INDIE/SELF-PUBLISHED KIDS' BOOKS: WHERE WE ARE, WHERE IT'S ALL GOING

Reservations 12/29/14 **Materials Due** 1/5/15

Features: Best Databases; Kids' Indie Music; *SLJ*'s Battle of the Kids' Books; USBBY International Books List

Columns: Test Drive; Cool Tools; College Readiness; Up Close

Focus On: Superheroes (Summer Reading theme)

Listen In: Warm Stories for Cold Nights

Reviews: Fiction Series Update: Middle Grade; Nonfiction Series Update



MARCH SPRING ANNOUNCEMENTS

Reservations 1/26/15 **Materials Due** 2/2/15

Features: Minecraft; Serving the Underserved; Interview w/ Winner of Caldecott or Newbery

Columns: Test Drive; Cool Tools; First Steps; Libro por Libro; Up Close; Curriculum Connections

Focus On: Groundbreaking Women

Reviews: Fiction Series Update: Chapter Books

Additional Opportunities: *SLJ*'s Battle of the Kids Books Blog + Newsletters

APRIL BANISH SUMMER READING LISTS!

Reservations 2/23/15 **Materials Due** 3/2/15

Features: Series Made Simple Nonfiction Books for Spring; English Language Learners: Gaming; Reader's Theater; Michigan Mania

Columns: Test Drive; Cool Tools; College Readiness; Up Close

Focus On: Robotics

Listen In: Stories to Make You Laugh

Reviews: Summer; Read-Alikes; Fiction Series Update: YA

Additional Opportunities: Series Made Simple: Nonfiction Books for Spring

MAY THE MAKER ISSUE

Reservations 3/30/15 **Materials Due** 4/6/15

Features: Makerspaces Big and Small; Coding; Hi-lo Makerspace Profiles; 3-D Printing: Beyond the Hype; Old School Crafting

Columns: Test Drive; Cool Tools; Mix it Up; First Steps; Libro por Libro; Up Close

Focus On: No Such Thing as "Normal" (Characters with Special Needs)

Reviews: Recommended Reads on Makers; Fiction Series Update: Middle Grade

Additional Opportunities: BEA Galley Guide

Events: Day of Dialog, New York, NY, May 27

Bonus Distribution: Day of Dialog

JUNE ALA ANNUAL CONFERENCE PREVIEW

Reservations 4/27/15 **Materials Due** 5/4/15

Features: Margaret A. Edwards Award Winner Interview; Tale of Two Cities: L.A. & SF Funding; ISTE Preview; Tween Spaces

Columns: Test Drive; Cool Tools; College Readiness; Up Close

Focus On: Here Be Dragons

Listen In: Summer Listening for Family Travels

Reviews: Fiction Series Update: Chapter Books

Additional Opportunities: ALA Annual Galley Guide

Bonus Distribution: ALA Annual, San Francisco, CA, June 25 - 30

JULY THE EARLY LEARNING ISSUE

Reservations 5/26/15 **Materials Due** 6/1/15

Features: Nationwide EL Initiatives; Diverse EL Book List; Hands-on Products

Columns: Test Drive; Cool Tools; First Steps; Libro por Libro; Up Close; Curriculum Connections

Focus On: Concept Picture Books

Reviews: Back to School Round-up; Fiction Series Update: YA

AUGUST BACK TO SCHOOL ISSUE / SCHOOL LIBRARIAN OF THE YEAR

Reservations 6/29/15 **Materials Due** 7/6/15

Features: 2015 Technology Survey; Ebooks/Streaming Media/Digital Content Implementation in Schools Responsive Classroom, Blended Learning

Columns: Test Drive; Cool Tools; College Readiness; Up Close; Curriculum Connections

Focus On: Reluctant Readers/Struggling Readers/Atypical Readers

Listen In: Totally Teens (Realistic Teen Fiction)

Reviews: Halloween Round-Up; Fiction Series Update: Chapter Books; Nonfiction Series Update

Event: SummerTeen (Virtual Event)



SEPTEMBER FALL ANNOUNCEMENTS

Reservations 7/27/15 **Materials Due** 8/3/15

Features: Ebooks/Digital Reading; State of the Union; Reader's Advisory in Real Life (MG, YA, Reluctant Readers); Banned Websites; Book Displays

Columns: Test Drive; Cool Tools; Mix it Up; First Steps; Libro por Libro; Up Close

Focus On: Alice in Wonderland Anniversary

Reviews: Fiction Series Update: Middle Grade

Events: *SLJ* Leadership Summit, Seattle, September, 25 - 27

Bonus Distribution: *SLJ* Leadership Summit

2015 EDITORIAL CALENDAR

OCTOBER STATE OF SCHOOL LIBRARIES: A SPECIAL REPORT

Reservations 8/31/15 Materials Due 9/7/15

Features: Privacy; Magazines for Kids; Build Something Bold Award

Columns: Test Drive; Cool Tools; College Readiness; Up Close

Focus On: Typhoid Mary and Other Infectious Diseases; Plagues

Listen In: Totally Teens (Realistic Teen Fiction)

Reviews: Holiday Books Round-Up; Fiction Series Update: Chapter Books

Events: The Digital Shift (Virtual)

NOVEMBER THE TEEN ISSUE

Reservations 9/28/15 Materials Due 10/5/15

Features: Health Resources for Teens; Homeless Teens; How to Build and Engage a TAB; Teen Volunteers; YALSA Lit Symposium; 15th Anniversary of Printz; Dedicated Tween Spaces; Teens as Editors/Shaping the Web; College Readiness; What Is YA? Book Lists By Topic; Books for the College Bound; Writing for Teens

Columns: Test Drive; Cool Tools; First Steps; Libro por Libro; Up Close

Focus On: Genre-Benders (titles that defy traditional genre-breakdowns)

Reviews: Fiction Series Update: YA

SPECIAL SUPPLEMENT: SERIES MADE SIMPLE

Reservations 9/21/15 Materials Due 9/30/15

Additional Opportunities: Best Books Twitter Party

Bonus Distribution: AASL, Columbus, OH

DECEMBER BEST BOOKS (AND MORE) OF THE YEAR

Reservations 10/26/15 Materials Due 11/2/15

Features: Librarians & Social Justice; Envisioning the Virtual School Library

Columns: Test Drive; Cool Tools; College Readiness; Up Close

Focus On: Social Justice

Listen In: Flights of Fantasy (Middle Grade and Teen Fantasy)

Reviews: Board Book Round-Up; Fiction Series Update: Middle Grade

SERIES UPDATES

Teen/YA (4x)

January, April, July, November

Middle Grade (4x)

February, May, September, December

Chapter Books (4x)

March, June, August, October

Nonfiction (4x)

February, April*, August, November*

*Series Made Simple

ROUND-UPS

Jan: Refreshing Reissues

Apr: Summer Read-Alikes

May: Recommended Reads on Makers

Jul: Back to School

Aug: Halloween

Oct: Holiday Books

Dec: Board Books



The Book Review
Board Book Roundup

Days of the Week by Linda Ward Beech, illus. by Linda Ward Beech. 16 pp. \$4.99. ISBN 9781603221000. This board book is a great introduction to the days of the week for young children. It features colorful illustrations of animals and objects for each day.

Tummy Time by Linda Ward Beech, illus. by Linda Ward Beech. 16 pp. \$4.99. ISBN 9781603221017. This board book is a great introduction to tummy time for young children. It features colorful illustrations of animals and objects for each day.

I Am Brave! by Linda Ward Beech, illus. by Linda Ward Beech. 16 pp. \$4.99. ISBN 9781603221024. This board book is a great introduction to bravery for young children. It features colorful illustrations of animals and objects for each day.

New Titles
This section highlights new board books available for purchase. It includes titles like 'Days of the Week' and 'Tummy Time'.

Reviews
This section provides reviews of the featured board books. It includes quotes from reviewers and a summary of the books' strengths.



The Book Review
Fiction Series Update

Elementary & Middle School
This section highlights new fiction series available for purchase. It includes titles like 'The Magic Tree House' and 'The Boxcar Children'.

Reviews
This section provides reviews of the featured fiction series. It includes quotes from reviewers and a summary of the series' strengths.



The Book Review
Fiction Series Update

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This section highlights new fiction series available for purchase. It includes titles like 'The Magic Tree House' and 'The Boxcar Children'.

Reviews
This section provides reviews of the featured fiction series. It includes quotes from reviewers and a summary of the series' strengths.

2015 ADVERTISING PRINT RATES

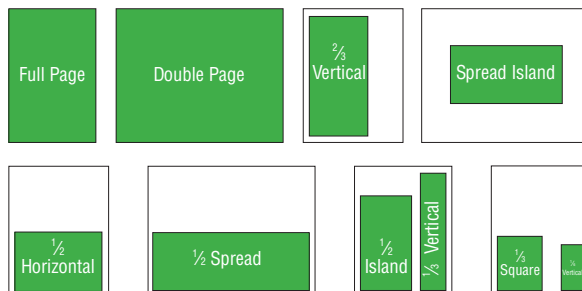
(Includes Series Made Simple)

4 COLOR	1X	6X	12X	18X	24X	40X
FULL PAGE	\$6,340	\$6,160	\$5,955	\$5,775	\$5,625	\$5,505
SPREAD ISLAND	\$6,040	\$5,860	\$5,655	\$5,475	\$5,325	\$5,205
2/3 PAGE	\$5,605	\$5,385	\$5,265	\$5,100	\$4,975	\$4,885
1/2 ISLAND	\$5,290	\$5,165	\$5,010	\$4,845	\$4,710	\$4,550
1/2 HORIZONTAL	\$4,760	\$4,590	\$4,450	\$4,350	\$4,235	\$4,060
1/3 PAGE	\$3,825	\$3,610	\$3,485	\$3,275	\$3,060	\$2,910

BLACK+WHITE	1X	6X	12X	18X	24X	40X
FULL PAGE	\$5,500	\$5,290	\$5,065	\$4,875	\$4,715	\$4,565
SPREAD ISLAND	\$5,200	\$4,990	\$4,765	\$4,580	\$4,415	\$4,265
2/3 PAGE	\$4,735	\$4,440	\$4,180	\$4,010	\$3,825	\$3,680
1/2 ISLAND	\$4,335	\$4,250	\$4,040	\$3,740	\$3,530	\$3,275
1/2 HORIZONTAL	\$3,860	\$3,715	\$3,520	\$3,400	\$3,275	\$3,145
1/3 PAGE	\$2,760	\$2,680	\$2,560	\$2,460	\$2,370	\$2,310

MECHANICAL REQUIREMENTS

SIZE (width x height)	NON- BLEED	BLEED	TRIM
FULL PAGE	7 X 9 3/4	8 1/8 X 10 3/4	7 7/8 X 10 1/2
DOUBLE PAGE	15 X 9 3/4	16 X 10 3/4	15 3/4 X 10 1/2
2/3 PAGE VERTICAL	4 7/16 X 9 3/4	N/A	N/A
SPREAD ISLAND	10 X 4 3/4	N/A	N/A
1/2 PAGE HORIZONTAL	6 3/4 X 4 3/4	8 1/8 X 5 1/2	7 7/8 X 5 3/8
1/2 PAGE SPREAD	15 X 4 3/4	16 X 5 1/2	15 3/4 X 5 3/8
1/2 PAGE ISLAND	4 7/16 X 7 1/4	N/A	N/A
1/3 PAGE VERTICAL	2 1/8 X 9 3/4	2 3/8 X 10 3/4	2 3/8 X 10 1/2
1/3 PAGE SQUARE	4 7/16 X 4 3/4	N/A	N/A
1/3 PAGE VERTICAL	2 1/8 X 4 3/4	N/A	N/A



PREMIUM COVER PRICING

Reverse Gatefold: \$18,425 net. 2 pages of high impact message delivery. Front of gatefold is actual magazine cover.

Barn Door (Saddle stitched issues): \$19,940 net. 2 pages of high impact message delivery. Outside of barn door is actual magazine cover.

Barn Door (perfect bound issues): \$18,850 net. 2 pages of high impact message delivery. Front of tip-on is shared/magazine logo identity at top/balance to advertiser.

Full Cover Tip: \$17,525 net. 2 pages of high impact message delivery Front of tip-on is shared/magazine logo identity at top/balance to advertiser.

Half Cover Tip: \$11,025 net. 1/2 page of high impact message delivery Front of tip-on is duplication of actual magazine cover.

Special Inks: Metallic colors, additional \$515 per page. For 3-Color, 5-Color: Contact your local sales rep.

Fractional 4-Color Ads: Add \$705 net to 2-Color rates.

SPECIAL ADVERTISING OPPORTUNITIES

Many companies face limited marketing budgets, but achieve high impact with their advertising investment in *School Library Journal's* special sections.

SPOTLIGHT ADS

Created to allow "single title" advertising at a modest budget. Each ad is 1/2 page in size, full color, minimum copy, Program rates as low as \$810. Contact your sales representative.

PRODUCT & CATALOG SHOWCASE

Special sections that reflect the editorial content in the issue. Showcase ads offer color and reader response.

Showcase advertising is inexpensive, yet reaches the full readership of *School Library Journal*.

For further information, contact **Howard Katz at 646-380-0730, Fax: 646-380-0761, or email: hkatz@mediasourceinc.com.**

CLASSIFIED/RECRUITMENT ADVERTISING

Every issue of *School Library Journal* features a busy classified and display classified section. Advertisers use *School Library Journal* classified to recruit personnel and sell products and services. For special advertising opportunities, closing deadlines, rates, and other classified information, contact **Howard Katz at 646-380-0730, Fax: 646-380-0761, or email: hkatz@mediasourceinc.com.**

2015 ADDITIONAL PUBLICATIONS



SERIES MADE SIMPLE

SLJ's Exclusive Guide to Buying Frontlist Nonfiction Series

Wading through the hundreds of new series nonfiction published each year is an essential but daunting task for school and public librarians. Helping them meet this crucial need, each issue of *Series Made Simple* provides assessments from expert reviewers of more than 400 series and nearly 1,000 titles, separated by age and subject area, designed to guide librarians through the challenging process of nonfiction collection development. Along with the reviews, users will also find can't-miss extras, such as articles covering industry trends and interviews with authors and editors.

*"One of the **most useful** pieces of review work I've had the pleasure to use. Reviews and the roundup boxes helped to make the selection process painless and well-informed than I've ever experienced. I just put in a book order based on your reviews."*

*"It's **a great tool** for comparing series on given subjects. Downside—I spent a lot of money on new books."*



CONFERENCE GALLEY GUIDES

School Library Journal's exclusive Galley & Signing Guides are great vehicles to connect with librarians looking for the hottest new releases and hidden gems at ALA and BEA. Each Guide is limited to TWO sponsors who benefit from a unique integrated marketing package that includes multi-platform branding and lead generation.

Sponsor #1: \$2,500

Sponsor #2: \$1,500

Editions: BEA; ALA Annual



AISLE-BY-AISLE EXHIBITOR GUIDE & COUPON BOOKS

Distributed to all attendees and arranged in booth-number order, these guides help exhibitors promote book signing and demonstration schedules, show specials, prize drawings, booth give-aways and more.

Coupon booklets available at the following shows:

- ALA Midwinter
- TxLA
- ALA Annual
- AASL

\$575 per coupon
Cover Position: \$1,650
(contact rep for full details)

2015 SLJ.COM RATES



LEADERBOARD

Dimensions: 728x90
(Ad will rotate in both top position and bottom position.)

TICKER AD

Dimensions: 920x25

MEDIUM RECTANGLE

Dimensions: 300x250
(Ad will rotate in both top position and bottom position.)

HALF PAGE

Dimensions: 300x600

SKYSCRAPER

Dimensions: 160x600

MEDIUM RECTANGLE

Dimensions: 300x250
(Ad will rotate in both top position and bottom position.)

LEADERBOARD

Dimensions: 728x90
(Ad will rotate in both top position and bottom position.)

BANNER ADVERTISING

Banner ad campaigns provide a simple and cost-effective way to increase brand awareness and visibility for new products while driving traffic to your site. Expand the creativity and interactivity of your online messaging with an attention-grabbing Flash/Rich Media ad, Site Takeover, or Interstitial

BANNER	SIZE	NET RATE	SITE TAKEOVER
LEADERBOARD	728x90	\$25 CPM	LEADERBOARD MEDIUM RECTANGLE SKYSCRAPER OR HALF-PAGE AD \$1,750 PER DAY
MEDIUM RECTANGLE	300x250	\$25 CPM	
HALF PAGE	300x600	\$25 CPM	
SKYSCRAPER	160x600	\$25 CPM	
TICKER AD	920x25	\$25 CPM	

All sizes ROS. 50k impressions minimum. 20% Premium for section targeting or exclusivity on a position. 20% premium plus \$1,500 creative charge for expandable ads.

RICH MEDIA ADVERTISING

Flash/Rich Media ads provide unlimited possibilities with automation, sound or video options to put your product in the spotlight. Ask your representative for rates, specs, and more information.

BANNER	SIZE	EXPANDED SIZE	NET RATE
LEADERBOARD	728x90	728x180	\$35 CPM
MEDIUM RECTANGLE	300x250	600x260	\$35 CPM
SKYSCRAPER	160x600	320x600	\$35 CPM

WELCOME PAGE/INTERSTITIAL AD

- Frequency Cap – one ad per user per day
(Repeat presentations to same visitors blocked).
- Ad Location – full screen marketing messages appears for 15 seconds before the homepage loads.
- Approximately 5,000 impressions/day (varies by day)

PREMIUM BANNER	SIZE	NET RATE
WELCOME PAGE/INTERSTITIAL AD	640x480	\$600 per day

(Ads are not to size)

School Library Journal®

2015 SLJ.COM BLOG NETWORK

BLOGS

School Library Journal blogs cover a wide array of topics including book reviews, author interviews, awards coverage and predictions, 21st century learning and teaching, and much more. All from trusted and outspoken members of the library community including veteran school librarians and SLJ editors.

BANNER	SIZE	NET RATE
LEADERBOARD	728x90	\$30 CPM
SKYSCRAPER	160x600	\$30 CPM
MEDIUM RECTANGLE	300x250	\$30 CPM
HALF PAGE	300x600	\$30 CPM
MONTHLY SPONSORSHIPS AVAILABLE: ALL 3 UNITS STARTING AT \$1,750		



A Fuse #8 Production

by Elizabeth Bird

A mix of reviews, children's literary news, and interviews daily.



100 Scope Notes

by Travis Jonker

A discussion of children's literature, news and reviews.



NeverEndingSearch

by Joyce Valenza

A discussion of information fluency, teaching, and learning in the 21st century.



Teen Librarian Toolbox

by Karen Jensen

A professional development website for teen librarians



Adult Books 4 Teens

by Angela Carstensen and Mark Flowers

Features the best books published for the adult market that have appeal to teen readers.



Good Comics for Kids

A collaborative blog covering good comics for kids by Brigid Alverson, Robin Brenner, Katherine Dacey, Lori Henderson, Esther Keller, Scott Robins, Eva Volin, and Snow Wildsmith.



Heavy Medal

by Jonathan Hunt and Nina Lindsay

A discussion of all things Newbery.



Someday My Printz Will Come

by Karyn Silverman and Sarah Couri

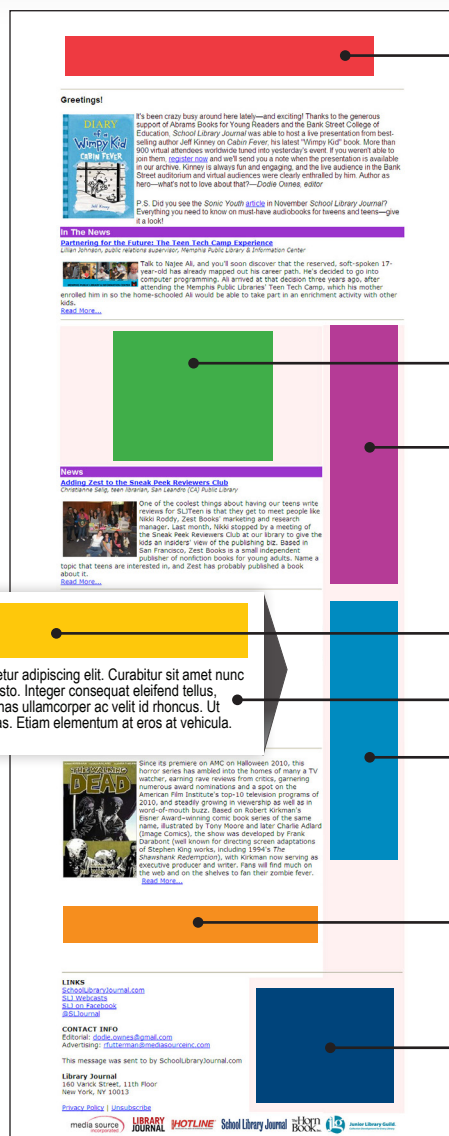
Speculation of likely Michael L. Printz Award for Excellence in Young Literature contenders.



Battle of the Kids' Books

A competition among 16 of the very best books for young people of the year.

2015 SLJ ENEWSLETTER RATES



LEADERBOARD

Dimensions: 728x90

MEDIUM RECTANGLE #1

Dimensions: 300x250

SKYSCRAPER #1

Dimensions: 160x600

HYBRID

Dimensions: 468x60
+50 words of text

SKYSCRAPER #2

Dimensions: 160x600

BANNER

Dimensions: 468x60

MEDIUM RECTANGLE #2

Dimensions: 300x250

SLJ EXTRA HELPING | DISTRIBUTED TWICE WEEKLY | 25,000 SUBSCRIBERS

SLJs award-winning *Extra Helping* updates children's librarians on breaking news, the top tech trends, remarkable new titles and what kids are reading for fun.

BANNER	SIZE	1 X (NET RATE)	4 X (NET RATE)	12X (NET RATE)
LEADERBOARD	728x90	\$925	\$825	\$725
MEDIUM RECTANGLE #1	300x250	\$925	\$825	\$725
SKYSCRAPER #1	160x600	\$925	\$825	\$725
SKYSCRAPER #2	160x600	\$825	\$725	\$625
HYBRID	468x60	\$725	\$625	\$525
BANNER	468x60	\$625	\$525	\$425
MEDIUM RECTANGLE #2	300x250	\$625	\$525	\$425

SOLE SPONSORSHIP (ALL 6 SIZES): \$2,000

SLJTEEN | DISTRIBUTED TWICE MONTHLY | 31,000 SUBSCRIBERS

SLJTeen provides librarians and educators with the latest news on books, graphic novels, anime, music, and games for teens, as well as monthly author interviews.

BANNER	SIZE	1 X (NET RATE)	4 X (NET RATE)	12X (NET RATE)
LEADERBOARD	728x90	\$875	\$775	\$675
MEDIUM RECTANGLE #1	300x250	\$875	\$775	\$675
SKYSCRAPER #1	160x600	\$875	\$775	\$675
SKYSCRAPER #2	160x600	\$775	\$675	\$575
HYBRID	468x60	\$725	\$625	\$525
BANNER	468x60	\$675	\$575	\$475
MEDIUM RECTANGLE #2	300x250	\$475	\$425	\$375

SOLE SPONSORSHIP (ALL 6 SIZES): \$2,000

CURRICULUM CONNECTIONS | DISTRIBUTED MONTHLY | 20,000 SUBSCRIBERS

Curriculum Connections reviews the latest books and other children's and YA materials and links these materials to the curriculum.

BANNER	SIZE	1 X (NET RATE)	4 X (NET RATE)	12X (NET RATE)
LEADERBOARD	728x90	\$725	\$650	\$575
MEDIUM RECTANGLE #1	300x250	\$725	\$650	\$575
SKYSCRAPER #1	160x600	\$725	\$650	\$575
HYBRID	468x60	\$725	\$625	\$525
SKYSCRAPER #2	160x600	\$625	\$550	\$475
BANNER	468x60	\$625	\$550	\$475
MEDIUM RECTANGLE #2	300x250	\$425	\$375	\$325

SOLE SPONSORSHIP (ALL 6 SIZES): \$2,000

(Ads are not to size)

2015 LEAD GENERATION / DEDICATED EMAILS



SWEEPSTAKES

SLJ's customized sweepstakes program allows sponsors to generate hundreds of leads by showcasing services, upcoming titles, new series, authors, and products in a creative and exciting fashion.

SPONSORS RECEIVE*

- Customer data from opt-in registration
- Customized thank you page ad and thank you e-mail
- ROS banner ad rotation on slj.com for duration of campaign (unit TBD)
- Newsletter banner (468x60) promoting sweepstakes, 4x
- Dedicated HTML email promoting sweepstakes to SLJ subscribers
- Print ad promoting sweepstakes page
- Minimum 200 leads

RATE: \$7,500



HTML E-MAIL ALERT

An e-alert is our digital version of direct mail. This targeted program allows you complete flexibility in messaging and timing. Show your story through compelling graphics, along with your own call-to action aimed directly at K-12 schools and public libraries.

READERSHIP	RATE
Deployment to all SLJ newsletter lists ("Full Run")	\$3,750
Advertiser chooses 1 targeted e-newsletter list (Readership ranges from 15,000-25,000)	\$2,750

Events: Live & Online



School Library Journal delivers a variety of insightful and engaging programs designed to keep librarians, publishers, and vendors up-to-date on the evolving technological advancements, community needs, and external pressures affecting libraries. From Day of Dialog and SLJ Leadership Summit to SummerTeen, our live and online events bring together experts and thought leaders from the library, literary, and technology realms, guided by our experienced editorial team to offer provocative and informative conversations, presentations, and interactive platforms.

Perennially popular topics include collection development; emerging technologies; curriculum connections, and leadership and strategic development—created for the maximum benefit of our public and academic library professional attendees.

Sponsorship opportunities vary, contact your sales representative for more information.

Mark Your Calendar

- **May:** Day of Dialog
- **July:** SummerTeen (Virtual Event)
- **September:** SLJ Leadership Summit
- **October:** The Digital Shift (Virtual)

SUMMERTEEN
2,500+
Tech-Savvy Teen Librarians
registered for full-day Online Event



Summerteen, 2014

day of dialog
250+
Influential Children's Librarians
gathered in NYC (**SOLD OUT EVENT**)



SLJ Day of Dialog, 2014

SCHOOL LIBRARY JOURNAL LEADERSHIP SUMMIT 2014
200
Children's Library Leaders
from across the U.S.



SLJ Leadership Summit, 2014

2015 WEBCAST OPPORTUNITIES



School Library Journal webcasts are engaging, interactive presentations that offer sponsors the ideal format to position themselves as thought leaders, engage directly with interested customers and prospects, and generate qualified sales leads.

Our basic Webcast package includes a 60-minute live, interactive presentation with full turnkey production; integrated promotion of the webcast and sponsor's brand in print, online, and via email; and personal engagement with qualified prospects.

90%

of library vendors who sponsored webcasts have renewed for the following year.

72%

of survey respondents have recommended our webcasts to colleagues.

TOPICS OF HIGHEST INTEREST

Emerging Technologies	70%
Upcoming Books/Book Talks	50%
YA/Teen Emphasis	41%

SINGLE SPONSOR WEBCAST PACKAGE

- 60-minute live, interactive presentation
- Qualified leads via registration questions (up to 3)
- Training and technical assistance before and during the webcast
- Up to 3 PDF handouts placed in audience console for attendee download
- Real-time reporting and polling of attendees
- 3-month On-Demand access
- Minimum 200 Leads
- Single File Archive

PROMOTIONAL ELEMENTS INCLUDE

- Two (2) dedicated email blasts
- Up to 6 weeks promotional consideration in print, online and in newsletters for the live webcast and archive
- Branded listing in Upcoming/Archive Webcast schedule (print and newsletter)
- ROS Skyscraper (160x600) promoting live webcast
- Newsletter Banner (468x60) promoting live webcast

RATE: \$8,750 - SINGLE SPONSOR

NOTES: Client is required to supply all creative materials, including HTML for the dedicated email blast. Webcast title, date, and time must be finalized 10 weeks before the live event. Webcast copy and panelists must be finalized 8 weeks before the live event. Webcast slides must be finalized 2 weeks before the live event

MULTI-PUBLISHER PACKAGE

- 60-minute total live, interactive presentation
- Training and technical assistance before and during the webcast
- Title/ISBN lists placed in audience console for attendee download
- 3-month On-Demand archive
- Minimum 200 Leads

PROMOTIONAL ELEMENTS INCLUDE

- Two (2) dedicated email blast
- Up to 6 weeks promotional consideration in print, online and in newsletters for the live webcast and archive
- Branded listing in Upcoming/Archive Webcast schedule (print and newsletter)
- ROS Skyscraper (160x600) promoting live webcast
- Newsletter Banner (468x60) promoting live webcast

RATE: \$2,500/PUBLISHER (minimum of three publishers/webcast, maximum of four)

NOTES: *SLJ* will create all online promotional materials and registration page header. Client is required to supply two book jackets, logo and panelist info, 8 weeks before the live event. Webcast slides must be finalized 2 weeks before the live event.



2015 AD GUIDELINES AND DELIVERY

PRINT GUIDELINES & DELIVERY INFORMATION

COPY AND CONTRACT REGULATIONS

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.
- Advertising that simulates editorial content will include 'Advertisement' or will not be accepted.
- Cancellations will not be accepted after the advertising close. Preferred positions are non-cancellable.

SUBMISSION INFORMATION

Our required file format for print advertising is PDF/x1a2001 with your compatibility set to Acrobat 4 (PDF 1.3). File dropoff location: www.mediasourceads.com. Note: Our publication prints at 133-line screen. This means that resolution for artwork is to be 300 dpi at 100%.

MECHANICAL REQUIREMENTS

- Printing: Web offset. SWOP standards apply.
- Publication trim size: 7 7/8" x 10 1/2".
- Binding method: Contact Production Department for specific details.
- Standard unit size in inches. Keep live matter 1/4" or more from head and foot trims. Allow 3/8" safety from gutter and face trims for all live matter. Spreads in perfect bound issues must include a 3/8" gutter safety on each page from type to trim.
- Inserts, Tip-Ins, Gatefolds and Aqueous Cover Coating where applicable: Please consult production department for specifications and production charges.

MAILING INSTRUCTIONS

Advertising materials can be forwarded to:

School Library Journal, Production Department
123 William Street, Suite 802
New York, NY 10038
Attn: JoAnn Powell, Production Manager
Tel: 646-380-0741, Fax: 646-380-0757
jpowell@mediasourceinc.com

ONLINE GUIDELINES & DELIVERY INFORMATION

WEBSITE SPECIFICATIONS AND DELIVERY

- We accept gif or jpeg format, 3rd party ad tags for all newsletter and Web site ads. Maximum of approximately 40k
(Note: Some email clients will not display animated .gifs, with only the first frame of the image appearing).
- We accept Flash ads only for web site ads, not for newsletters. For Flash specifications, please see below.
- Rich media ads are available at premium rates.
- A URL is required for each position.
- Materials are due **10 business days** prior to "live" date.
- Web site ads, send to: digitalads@mediasourceinc.com
- Email should include: Client Name, Ad Positioning (i.e. SLJ.com, Skyscraper), Run Date(s), and clickthrough URL.

FLASH SPECIFICATIONS AND DELIVERY

- Please submit Flash files in .swf format.
- Backup gif and linking URL required.
The linking URL cannot be embedded in the file.
- In order to track clicks, all Flash ads must contain an invisible button layer, coded with the following clickTAG script:

```
on (release) {  
  getURL (clickTag, "_blank");  
}
```
- Version of Flash and operating system should also be included in your email upon delivery to: digitalads@mediasourceinc.com.

E-NEWSLETTERS AD SPECIFICATIONS AND DELIVERY

- We accept gif or jpeg format (**Flash files will not be accepted**). All ad sizes are a maximum of approximately 40k.
- A URL is required for each position.
- Materials are due **10 business days** prior to "live" date.
- E-newsletter ads should be sent to: digitalads@mediasourceinc.com
- E-mail subject line should include: Client Name, Ad Positioning (i.e. ExtraHelping, Skyscraper), Run Date(s), and clickthrough URL.

HTML E-MAIL ALERT SPECIFICATIONS AND DELIVERY

- Maximum file size: 75K. Maximum width: 728 pixels. No Full-size images (whole or sliced), Flash, Java, JavaScript, Active X, or automatic downloads.
- Subject line required: 80 characters max; no "FREE!," exclamation points or all caps.
- Opt-out link/language must be included in footer.
- Images must be .gif or .jpg. All images must be served from the advertiser's server.
- If using CSS in your HTML e-mail, you must have the styles embedded in the HTML. Do not link to an external style sheet.
- Full and FINAL file (.html, if desired, .txt) and completed checklist must be received 48 hours before deployment date/time.
- Files should be sent to: amorrison@mediasourceinc.com

ADVERTISING & SALES INFORMATION

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VP, Group Publisher

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Roy Futterman

Advertising Director

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Howard Katz

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