

## BOOKLIST ONLINE THE GO-TO SOURCE FOR LIBRARIANS

*Booklist Online* is the go-to online source for library book buyers, guaranteeing your ads will get in front of the right people. As the most trusted source for reviews and readers' advisory content, it's used more than ever now that access is bundled with a print subscription.

### Prices

ad size	CPM
Leaderboard (728 x 90)	\$35
Boom box (300 x 250)	\$35
Skyscraper (160 x 600)	\$35

### Specs

- Minimum purchase: 20,000 impressions.
- All rates based on 30-day run.
- All CPM ads are subject to inventory.
- All ads are run-of-site unless specified on the insertion order.
- Maximum frames: 4.
- JPEG, GIF, or rich text.

### Materials due

- 5 business days prior to posting.
- Include click-through URL and mouse-over text with instructions.
- Send creative to [booklistproduction@ala.org](mailto:booklistproduction@ala.org).

## THE BOOKLIST READER THE VOICES BEHIND BOOKLIST

*Booklist's* blog is making waves as a one-stop shop for librarians, classroom teachers, and general readers to get their book lists, news, and views. Talk to your ad sales rep for our unique advertising opportunities that include wallpaper ads and inclusion in our *Booklist Reader Daily Update* newsletter.



## BOOKLIST SWEEPSTAKES

YOUR IDEA, OUR WORK—EVERYONE WINS!

Want a unique way to promote a hot book, movie adaptation, or other stand-out title, but don't have the time to plan a sweepstakes? Let *Booklist* do the work!

- Advertiser provides prize package, copy, and creative.
- *Booklist* builds the registration page and promotes the contest in print, online, and appropriate e-newsletters.
- Promotional product tie-ins with ALA Graphics when appropriate.

## BOOKLIST DELIVERS

YOUR MESSAGE, OUR TARGETED AUDIENCE

This is one of the most successful ways to reach a targeted audience with your own crafted message. Special lists for Youth, YA, and Adult ensure you're communicating directly with 25,000 to 50,000 engaged *Booklist* readers.

### Specs

- Advertiser supplies image.
- Click-through URL and subject line must be provided on insertion order.
- Accepted materials: JPEG or HTML (maximum size 700 x 800 pixels), or up to 50 words of text and up to 4 images (JPEG, GIF, no PNG files).

## LIVE EVENTS

*Booklist* will be hosting live events at various conferences and meetings in 2017. As the opportunities arise for you and your authors, we will send notifications.

## BOOKLIST'S DIGITAL EDITION AND APP

NEW!

*Booklist* now offers an app and digital edition of its print magazine. These new and convenient ways to read *Booklist* are free to subscribers and include special advertising opportunities such as banner and video placements.



## BOOKLIST E-NEWSLETTERS

### QUALIFIED LEADS, EXCEPTIONAL CONTENT

Our eight e-newsletters provide high-interest content, maintaining an engaged readership made up of mailing lists from the divisions of the ALA. **Talk to your rep about exclusive sponsorship opportunities!**

#### REaD Alert

Hand-picked selection of reviews and features from the current issue, plus special web-only content from *Booklist Online*, delivered to 90,000 subscribers as each print issue mails.

#### Booklist's Quick Tips for Schools and Libraries

Offers classroom-ready ideas for connecting youth books to the reader and STEM education. With articles written by practitioners in the field and a partnership with teachingbooks.net, *Quick Tips* helps enrich public library programs and the K-12 classroom curriculum.

#### Booklandia

Offers informative and edgy commentary on the YA scene by tracking trends in YA literature through a mix of original feature articles and *Booklist* reviews.

#### Booklist Online Exclusives

*Booklist Online Exclusive* reviews complement *Booklist's* already extensive print coverage, allowing for the equivalent of an extra issue of timely reviews.

#### Corner Shelf

Addresses the trends, ideas, and issues in readers' advisory and collection development, as well as an in-the-trenches look at new products and services.

#### Top Shelf Reference

Brings a shot of practical, real-world reference to librarians' inboxes.

#### Video Review

Provides public and school library video buyers their very own digital publication of new reviews of videos for adults and youth.

#### The Booklist Reader Daily Update

Delivers each day's engaging posts from our blog, *The Booklist Reader*, directly to subscribers' inboxes.

#### Bookmakers

Focuses on the story behind the story of a single publishing house, single title, or new product.

### Prices

ad size	1-11 issues	12-19	20
Leaderboard — 600 x 150 (limit 1 per issue)	\$2,750	\$2,200	\$1,650
Skyscraper — 160 x 600 (limit 2 per issue)	\$2,750	\$2,200	\$1,650
Boom box — 300 x 250	\$2,750	\$2,200	\$1,650

Feature Article  
150 words, 1 or 2 images, links to sponsor's site  
Contact your rep for details

## BOOKLIST WEBINARS

### DIRECT CONNECTIONS, LASTING IMPRESSIONS

Promote your products and titles through this powerful channel, which reaches our engaged subscribers in a very direct way. These free-to-attend, hour-long online events focus on key topics in the library publishing world and give sponsors the opportunity to present titles, products, or authors from the comfort of their office. *Booklist* webinars often attract more than 2,500 registrants.

### Benefits

*Booklist* webinar sponsors will:

- Present alongside other publishers or take the full hour with an exclusive sponsorship.
- Know the webinar will be promoted in a dedicated e-blast promotion, e-newsletters, as well as *Booklist* print and/or *Booklist Online*.
- Receive full contact information for all registrants and attendees.
- Receive follow-up information and feedback direct from the attendees via survey results and archive views.
- Make a lasting impression with attendees who receive a list of presented titles, a PDF of the slides, a certificate of completion, and unlimited access to the video archive.

### Results

*Booklist* webinar attendance levels and attendee satisfaction are unmatched. Some numbers from *Booklist's* 2015 webinars:

- 62,134: number of registrant e-mail addresses provided to sponsors.
- 95%: average percentage of attendees who deemed webinars "useful" in a follow-up survey.
- 93%: average percentage of attendees who would recommend the webinar to a friend or colleague.
- 81%: average percentage of attendees who said they were likely to make a purchase based on titles presented.

### Topics

*Booklist* often pairs webinar subjects with the editorial calendar, but we're happy to customize topics to meet your needs. Talk to your ad sales rep about creating a program just right for you.

- YA Announcements
- Series Nonfiction
- Weeding
- Reference
- Crime Fiction
- Graphic Novels
- GLBTQ Lit
- Audiobooks
- Reluctant Readers
- And more!