“I depend very heavily on Booklist to do book selection ... I find [it] to be such a useful and attractive periodical that I don’t want to miss a single issue.”

—Bonnie Lilienthal, Providence Public Library
### PRINT ISSUE RATECARD

#### Booklist

22 issues a year deliver more reviews than any other journal, plus interviews, top 10s, read-alikes, Core Collection lists, and more from the top editors and contributors in the field.

<table>
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#### Book Links

quarterly supplement

With in-depth articles that focus on the best informational titles for use across the curriculum, and go-to resources for incorporating more books into the classroom, this quarterly supplement is relied on by teachers, school librarians, and para-professionals. **Book Links** supports STEM based curriculum.

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#### COVER RATES

II, III, IV, facing cover II, and facing Table of Contents page: special position rates are available. Please contact your ad sales rep.

#### INSERTS

Please contact your ad sales rep. For mechanical specifications for inserts, barndoors, belly bands, and outserts, please consult Ben Segedin, Production Director: 312.280.5729 or bsegedin@ala.org.

#### NO-CHARGE SPECIFIED PLACEMENT

Subject to makeup of individual issues, **Booklist** attempts to place book and media advertisement in the appropriate sections.

Advertiser’s order must specify the section in which the advertising should be placed.

#### SPECIAL POSITIONS

A 10% surcharge will be added to the earned rate for guaranteed special positions when available. This includes requests or patterned positioning within the same issue.

#### FREQUENCY AND COMBINED RATES

Frequency rates are based on the total number of insertions of 1/6-page or more used within a 12-month period. Each page of a two-page spread is considered one insertion. Advertisers may qualify for frequency rates with any combination of advertising placed in issues of **Booklist**, **Book Links**, and **Booklist Online** within the same 12-month period by submitting a contract specifying planned advertising for the publications within that period.

Contract holders will be given reasonable notice of any increase in rates and will be given the opportunity to cancel contracts at the time the rate change becomes effective.

#### COMMISSIONS AND PAYMENTS

Agency commission is 15% of gross for recognized agencies. Manufacturing charges are noncommissionable. There is no cash discount.

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within 30 days of the invoice. Non-U.S. advertisers are required to pay in U.S. currency at the time of the initial order.

Advertisers and agencies have dual liability for payment. Conflicting agreements between advertisers and agencies, even if listed on insertion orders, are superseded by this condition of the American Library Association.
READERSHIP PROFILE

BOOKLIST OVERVIEW
- Published 22 times per year
- 12,387 circulation, plus bonus distribution when Book Links supplements mail
- Pass-along circulation is 60,169
- 91% of readers work at libraries

BOOKLIST READERS ARE HIGHLY ENGAGED
- 94% have taken action as a result of reading a Booklist review or feature
- 89% use Booklist reviews as a primary or secondary source for purchasing decisions
- 81% of circulation is employer paid
- Median percentage of reviews in area of specialization read by subscriber is 80%
- Subscribers read Booklist more regularly than any other review source

BOOKLIST CONTENT IS HIGHLY RATED AND VALUED*
- 94% highly rate the credibility of Booklist reviews
- 92% highly value Starred Reviews
- 89% highly rate Booklist reviews’ timeliness
- 88% highly rate Booklist content’s relevance
- 86% highly value Top 10 lists
- 81% highly value Editors’ Choice

* “Highly” = a 4 or 5 rating on a 5-point scale

BOOK LINKS READERS ARE EQUALLY ENGAGED
- 97% agree that Book Links helps them incorporate materials into the classroom
- 90% read more than half of each issue
- 89% rate it “extremely useful” or “useful” in their work
- 77% share articles or issues with colleagues

BOOKLIST CIRCULATION BREAKDOWN

Data based on published circulation figures and Stratton Readership Study.

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Marketing Director
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mwood@ala.org
MECHANICAL SPECIFICATIONS

Space        Size in inches (w x h)
1 page (bleed)  8.125" x 10.75"
1 page (no bleed)  7.125" x 9.75"
2/3 page  4.625" x 9.625"
1/2 page island  4.625" x 7.25"
1/2 page horizontal  7" x 4.75"
1/3 page island  4.625" x 4.625"
1/3 page horizontal  7" x 3"
1/3 page vertical  2.25" x 9.625"
1/6 page  2.25" x 4.625"

Trim size

Charges for alterations and typesetting
Billed to customer, plus $20 handling fee.

Ad materials submission guidelines
Advertisements should be submitted as a high-resolution PDF/X-1a file with all Type 1 Postscript fonts embedded, using graphics of 300 dots per inch, and CMYK color system only. Full-page ads should be centered, without crop or registration marks. Advertisements submitted in other formats may be assessed an additional $50 processing charge.

SENDING MATERIALS
E-mail materials to booklistproduction@ala.org. Subject line should include name of advertiser, product, and scheduled issue or delivery date. Submission via FTP also available; contact your ad rep for details.

COPY AND CONTRACT NEGOTIATIONS
All advertising is subject to the publisher’s approval. The publisher reserves the right to reject advertising.

Advertisers and advertising agencies assume liability for all printed advertising content, and also assume responsibility for any claims against the publisher resulting from that content.

Cancellations are not accepted after the closing dates for space reservations. Covers and special positions are noncancellable.

“With school budgets being slashed and professional development for librarians a fond memory, you make it possible to stay abreast of new trends and issues. Thanks for an invaluable service! I’m a fan!”

—Pam Gardow, Memorial High School (Eau Claire, WI)
### January

<table>
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<th>MATERIALS</th>
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#### E-NEWSLETTERS

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### February

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### May

- Booklist May 1: 3/20, Mystery Showcase
- Booklist May 15: 4/10, Spotlight on Crafts & Gardening

#### E-NEWSLETTERS
- ReaD Alert May 1: 4/28, Mystery
- ReaD Alert May 15: 5/12, Crafts & Gardening
- ReaD Alert Mystery: 5/23, Mystery Special
- Quick Tips: 5/3, Summer Reading
- Booklandia: 5/19, Where YA Lives
- BOL Exclusives: 5/7, 50+ Bonus Reviews in Every Issue
- Corner Shelf: 5/9, Where Collection Development Meets RA

### June

- Booklist June 1 & 15: 4/24, ALA Annual Conference
- Double Issue: 5/19, Audio Showcase
- Quick Tips: 5/3, 5/5, Summer Reading
- Booklandia: 6/9, Where YA Lives
- BOL Exclusives: 5/29, 5/31, 50+ Bonus Reviews in Every Issue
- Corner Shelf: 5/9, Where Collection Development Meets RA
- Video Review: 6/15, New Video Reviews and Features

### July

- Booklist July: 5/22, Spotlight on Graphic Novels
- Spotlights on Picture Books
- Spotlights on Book Discussions

#### E-NEWSLETTERS
- ReaD Alert July: 6/26, 6/30, Graphic Novels
- Quick Tips: 7/5, 7/7, Brushing Up on Classics
- Booklandia: 7/21, 7/26, Where YA Lives
- BOL Exclusives: 6/29, 7/5, 50+ Bonus Reviews in Every Issue
- Top Shelf Reference: 7/11, 7/13, Real-World Reference

### August

- Booklist August: 6/12, Spotlight on SF/Fantasy/Horror
- Roundup: YA and Children’s Books in Spanish

#### E-NEWSLETTERS
- ReaD Alert August: 7/28, 8/1, SF/Fantasy/Horror
- Quick Tips: 8/2, 8/4, Fantasy
- BOL Exclusives: 7/31, 8/2, 50+ Bonus Reviews in Every Issue
- Video Review: 8/10, 8/14, New Video Reviews and Features

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**BONUS DISTRIBUTION 2017 BEA**

**BONUS DISTRIBUTION 2017 NATIONAL BOOK FESTIVAL**

**BONUS DISTRIBUTION 2017 ANNUAL CONFERENCE**
### September

#### Romance Month at Booklist: Special content every day of the month across all platforms

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<td>7/10</td>
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<td>Roundup: Holiday Books for Youth</td>
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#### E-NEWSLETTERS

- REaD Alert September 1: 8/25 8/30 Sports
- REaD Alert September 15: 9/8 9/12 Romance and Travel
- Quick Tips: 9/6 9/12 Back to School
- Booklandia: 9/22 9/27 Where YA Lives
- BOL Exclusives: 8/31 9/6 50+ Bonus Reviews in Every Issue
- Corner Shelf: 9/12 9/14 Where Collection Development Meets RA

### October

#### Spotlight on Series Nonfiction

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#### E-NEWSLETTERS

- REaD Alert October 1: 9/22 9/26 Food
- REaD Alert October 15: 10/6 10/10 The Arts
- Quick Tips: 9/27 9/29 Social Studies
- BOL Exclusives: 10/2 10/4 50+ Bonus Reviews in Every Issue
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- Video Review: 10/19 10/23 New Video Reviews and Features
- Top Shelf Reference: 10/24 10/26 Real-World Reference

### November

#### Spotlight on Religion and Spirituality

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<th>MATERIALS</th>
<th>EDITORIAL FEATURES</th>
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<td>Booklist November 1</td>
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<td>Science</td>
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<td>Roundups: Family Life and Parenting, E-Reference</td>
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#### E-NEWSLETTERS

- REaD Alert November 1: 10/27 10/31 First Novels
- REaD Alert November 15: 11/10 11/14 Religion and Spirituality
- Quick Tips: 11/1 11/3 Holidays
- Booklandia: 11/10 11/16 Where YA Lives
- BOL Exclusives: 10/30 11/1 50+ Bonus Reviews in Every Issue
- Corner Shelf: 11/7 11/9 Where Collection Development Meets RA

### December

#### Spotlight on Science and Technology

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<td>Special Ride-along: Starred Reviews, the Year in Review</td>
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#### E-NEWSLETTERS

- REaD Alert December 1: 11/22 11/28 Science and Technology
- REaD Alert December 15: 12/8 12/12 Editor’s Choice & Top of the List, 2017
- Quick Tips December: 11/29 12/1 The Arts
- Quick Tips Best of 2016: 12/13 12/15 Lasting Connections
- BOL Exclusives: 11/21 11/29 50+ Bonus Reviews in Every Issue
- Video Review: 12/1 12/5 New Video Reviews and Features
- Top Shelf Reference: 12/5 12/7 Real-World Reference
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

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<tr>
<td>Boom box (300 x 250)</td>
<td>$35</td>
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<tr>
<td>Skyscraper (160 x 600)</td>
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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.

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.

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**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!

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**Prices**

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<td>Boom box — 300 x 250</td>
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<td>150 words, 1 or 2 images, links to sponsor’s site</td>
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