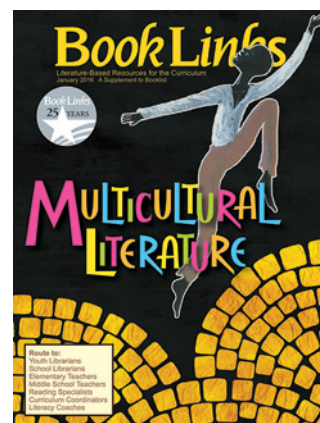
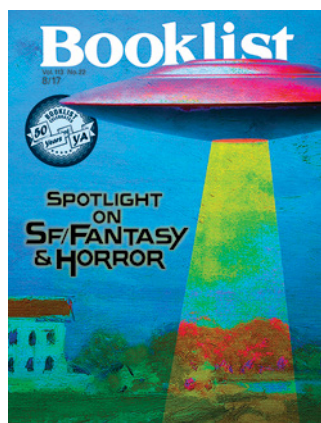


# Booklist

media  
kit **2018**



*"Booklist is invaluable to me."*

—Public Library Director, OK

## 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.

	1x	3x	6x	11x	16x	22x
1 page	\$6,545	\$6,283	\$6,087	\$5,891	\$5,695	\$5,531
2/3 page	\$5,629	\$5,403	\$5,235	\$5,066	\$4,897	\$4,756
1/2 page island	\$5,367	\$5,152	\$4,991	\$4,830	\$4,607	\$4,535
1/2 page horizontal	\$4,575	\$4,392	\$4,255	\$4,117	\$3,980	\$3,865
1/3 page island	\$4,058	\$3,895	\$3,774	\$3,652	\$3,530	\$3,429
1/3 page horizontal	\$3,534	\$3,392	\$3,287	\$3,181	\$3,075	\$2,987
1/3 page vertical	\$3,534	\$3,392	\$3,287	\$3,181	\$3,075	\$2,987
1/6 page	\$2,108	\$2,023	\$1,960	\$1,896	\$1,834	\$1,781

## 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.

	1x	3x	6x	11x	16x	22x
1 page	\$5,720	\$5,491	\$5,325	\$5,114	\$4,839	\$4,576
2/3 page	\$5,148	\$4,942	\$4,793	\$4,602	\$4,355	\$4,118
1/2 page island	\$4,976	\$4,777	\$4,633	\$4,448	\$4,210	\$3,981
1/2 page horizontal	\$3,432	\$3,295	\$3,196	\$3,068	\$2,904	\$2,746
1/3 page island	\$3,089	\$2,966	\$2,875	\$2,761	\$2,614	\$2,471
1/3 page horizontal	\$2,688	\$2,581	\$2,503	\$2,404	\$2,275	\$2,151
1/3 page vertical	\$2,688	\$2,581	\$2,503	\$2,404	\$2,275	\$2,151

### 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
- 11,000 circulation, includes bonus distribution
- Pass-along circulation is 77,000
- 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\*

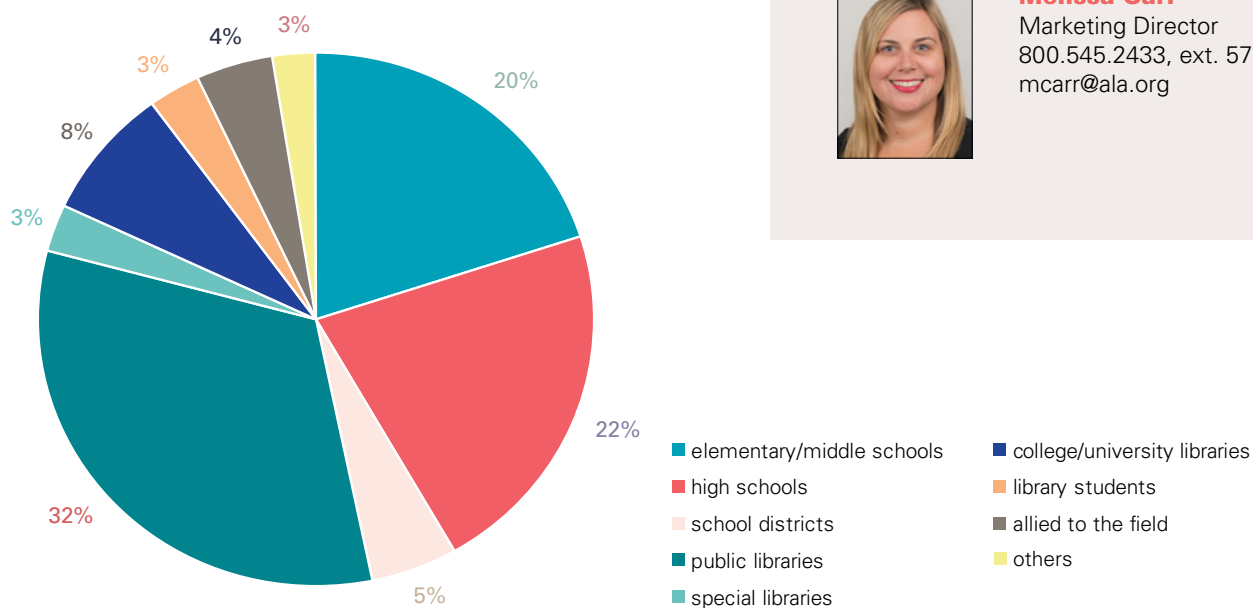
- 94% highly rate the credibility of *Booklist* reviews
- 92% highly value Starred Reviews
- 89% highly rate *Booklist* reviews' timeliness
- 88% highly rate *Booklist* content's relevance

\* "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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### Melissa Carr

Marketing Director  
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# SUBMISSION GUIDELINES

## 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

7.875" x 10.5," saddle stitch. Bleed, leave .125" each side over trim. Bleed and oversize: no extra charge. Vital matter for single page: 7.125" x 9.75."

### 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](mailto: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.

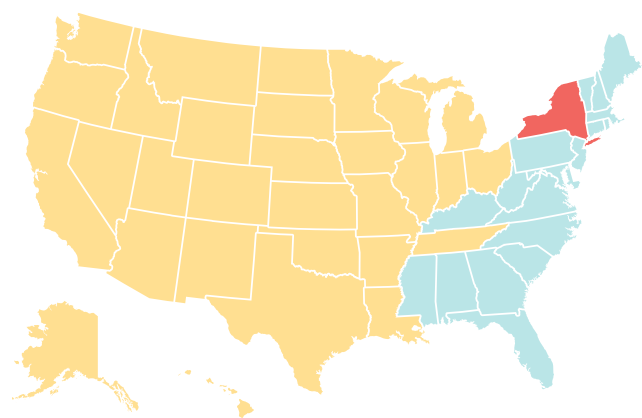
Advertisers and advertising agencies assume liability for all printed advertising content, and also assume responsibility for any claims against the publisher resulting from that content.

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

**"Booklist is the only review magazine I still read in print format."**

—Lorraine Burdick, Collection Development Librarian, Sno-Isle Libraries, WA

# ADVERTISING SALES REPRESENTATIVES



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View our Exclusive Advertiser webinar at [bit.ly/BooklistPartnerInfo](http://bit.ly/BooklistPartnerInfo)

**ALA** | American  
PUBLISHING | Library  
Association

**January**

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
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Booklist January 1 & 15 Double Issue	11/20	12/8	ALA Midwinter Meeting Editors' Choice & Top of the List 2017
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Book Links supplement	11/20	12/8	Diverse Books Lasting Connections
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**E-NEWSLETTERS**

REaD Alert January	1/5	1/9	Top of the List; Editors' Choice
Quick Tips	1/3	1/5	Best Books of the Year
Booklandia	1/19	1/24	Where YA Lives
BOL Exclusives January 1	12/22	1/3	50+ Bonus Reviews in Every Issue
Corner Shelf	1/9	1/11	Where Collection Development Meets RA
Video Review	1/18	1/22	New Video Reviews and Features
Book Club Central Update	1/13	1/15	Tips for book clubs and new BCC picks

JAN. BONUS  
DISTRIBUTION  
2018 MIDWINTER  
CONFERENCE

**February**

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
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Booklist February 1	12/18	1/5	Spotlight on Diverse Books Spring Audiobook Preview
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Booklist February 15	1/8	1/19	Spring Announcements Spring Children's and YA Preview
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**E-NEWSLETTERS**

REaD Alert February 1	1/26	1/30	Diverse Books
REaD Alert February 15	2/9	2/13	Spring Children's and YA Preview
Quick Tips	1/31	2/2	Diverse Books for the Classroom
BOL Exclusives	2/5	2/7	50+ Bonus Reviews in Every Issue
Corner Shelf	2/6	2/8	Where Collection Development Meets RA
Book Club Central Update	2/16	2/18	Tips for book clubs and new BCC picks

FEB. 1 BONUS  
DISTRIBUTION  
2018 MIDWINTER  
CONFERENCE

**March**

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
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Booklist March 1	1/22	2/2	Spotlight on Women's Fiction Spotlight on Middle-Grade Fiction
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Booklist March 15	2/5	2/16	Spotlight on Series Nonfiction Roundups: Poetry, Early Readers
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**E-NEWSLETTERS**

REaD Alert March 1	2/23	2/27	Women's Fiction, Middle Grade Fiction
REaD Alert March 15	3/9	3/13	Series Nonfiction
Quick Tips	2/28	3/2	Language Arts
Booklandia	3/16	3/21	Where YA Lives
BOL Exclusives	3/5	3/7	50+ Bonus Reviews in Every Issue
Video Review	3/15	3/19	New Video Reviews and Features
Top Shelf Reference	3/20	3/22	Real-World Reference
Book Club Central Update	3/23	3/25	Tips for book clubs and new BCC picks

MAR. 1 BONUS  
DISTRIBUTION  
2018 PLA  
CONFERENCE

**April**

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
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Booklist April 1	2/20	3/2	ALA Notable Books and Media Spotlight on Health & Wellness Roundups: Spring Travel, Summer Reading (youth) & Beach Reading (adult)
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Book Links supplement	2/20	3/2	Language Arts
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Booklist April 15	3/5	3/16	Spotlight on Historical Fiction Spring E-reference Update Roundups: Westerns, Board Books
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**E-NEWSLETTERS**

REaD Alert April 1	3/23	3/27	Notable Books, Health & Wellness
REaD Alert April 15	4/6	4/10	Historical Fiction
Quick Tips	3/28	3/30	Poetry
Booklandia	4/20	4/25	Where YA Lives
BOL Exclusives	4/2	4/4	50+ Bonus Reviews in Every Issue
Corner Shelf	4/10	4/12	Where Collection Development Meets RA
Video Review	4/12	4/16	New Video Reviews and Features
Book Club Central Update	4/13	1/15	Tips for book clubs and new BCC picks

## May (Mystery Month at *Booklist*: Special content every day of the month across all platforms)

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist May 1	3/19	4/6	Mystery Showcase
Booklist May 15	4/9	4/20	Spotlight on Crafts & Gardening Reference Showcase
<b>E-NEWSLETTERS</b>			
REaD Alert May 1	4/27	5/1	Mystery
REaD Alert May 15	5/11	5/15	Crafts & Gardening
REaD Alert Mystery	5/26	5/30	Mystery Special
Quick Tips	4/25	4/27	Summer Reading
Booklandia	5/18	5/23	Where YA Lives
BOL Exclusives	5/7	5/9	50+ Bonus Reviews in Every Issue
Corner Shelf	5/8	5/10	Where Collection Development Meets RA
Top Shelf Reference	5/15	5/17	Real-World Reference
Book Club Central Update	5/11	5/13	Tips for book clubs and new BCC picks

BOTH  
MAY ISSUES  
BONUS  
DISTRIBUTION  
2018 BEA

## June

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist June 1 & 15 Double Issue	4/23	5/18	ALA Annual Conference Spotlight on Biography Audio Showcase Fall Audiobook Preview
<b>E-NEWSLETTERS</b>			
REaD Alert June	6/8	6/12	Spotlight on Biography
Quick Tips	5/30	6/1	Science
Booklandia	6/22	6/27	Where YA Lives
BOL Exclusives	6/4	6/6	50+ Bonus Reviews in Every Issue
Corner Shelf	6/5	6/7	Where Collection Development Meets RA
Video Review	6/14	6/18	New Video Reviews and Features
Book Club Central Update	6/8	6/10	Tips for book clubs and new BCC picks

BONUS  
DISTRIBUTION  
2018 ANNUAL  
CONFERENCE

## July

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist July	5/21	6/8	Spotlight on Graphic Novels Spotlight on Picture Books Spotlight on Book Discussions
<b>E-NEWSLETTERS</b>			
REaD Alert July	6/26	7/3	Graphic Novels
Quick Tips	7/3	7/6	Brushing Up on Classics
Booklandia	7/20	7/25	Where YA Lives
BOL Exclusives	7/9	7/11	50+ Bonus Reviews in Every Issue
Top Shelf Reference	7/10	7/12	Real-World Reference
Book Club Central Update	7/13	7/15	Tips for book clubs and new BCC picks

## August

PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist August	6/11	7/6	Spotlight on SF/Fantasy/Horror Roundup: YA and Children's Books in Spanish
<b>E-NEWSLETTERS</b>			
REaD Alert August	7/27	7/31	SF/Fantasy/Horror
Quick Tips	8/1	8/3	Fantasy
BOL Exclusives	8/6	8/8	50+ Bonus Reviews in Every Issue
Video Review	8/16	8/20	New Video Reviews and Features
Top Shelf Reference	8/7	8/9	Real-World Reference
Book Club Central Update	8/10	8/12	Tips for book clubs and new BCC picks

BONUS  
DISTRIBUTION  
2018 NATIONAL  
BOOK FESTIVAL

September (Romance Month at <i>Booklist</i> : Special content every day of the month across all platforms)			
PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist September 1	7/9	8/3	Spotlight on Sports Fall Announcements Fall Children's and YA Preview Roundup: Board Books
Book Links supplement	7/9	8/3	Social Studies
Booklist September 15	8/6	8/17	Spotlight on Romance Spotlight on Travel Roundup: Holiday Books for Youth
E-NEWSLETTERS			
REaD Alert September 1	8/24	8/30	Sports
REaD Alert September 15	9/7	9/11	Romance and Travel
Quick Tips	9/5	9/7	Back to School
Booklandia	9/14	9/19	Where YA Lives
BOL Exclusives	8/31	9/5	50+ Bonus Reviews in Every Issue
Corner Shelf	9/11	9/13	Where Collection Development Meets RA
Book Club Central Update	9/14	9/16	Tips for book clubs and new BCC picks
October			
PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist October 1	8/20	8/31	Spotlight on Series Nonfiction Spotlight on Food
Booklist October 15	9/4	9/14	Spotlight on the Arts
E-NEWSLETTERS			
REaD Alert October 1	9/21	9/25	Food
REaD Alert October 15	10/5	10/9	The Arts
Quick Tips	9/26	9/28	Social Studies
BOL Exclusives	10/1	10/3	50+ Bonus Reviews in Every Issue
Corner Shelf	10/9	10/11	Where Collection Development Meets RA
Video Review	10/11	10/15	New Video Reviews and Features
Top Shelf Reference	10/3	10/5	Real-World Reference
Booklandia	10/19	10/24	Where YA Lives
Book Club Central Update	10/12	10/14	Tips for book clubs and new BCC picks
November			
PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist November 1	9/17	10/5	Spotlight on First Novels Roundup: Street Lit
Book Links supplement	9/17	10/5	Science
Booklist November 15	10/8	10/19	Spotlight on Religion and Spirituality Roundups: Family Life and Parenting, E-Reference
E-NEWSLETTERS			
REaD Alert November 1	10/26	10/30	First Novels
REaD Alert November 15	11/9	11/13	Religion and Spirituality
Quick Tips	10/31	11/2	Holidays
Booklandia	11/9	11/11	Where YA Lives
BOL Exclusives	10/29	10/31	50+ Bonus Reviews in Every Issue
Corner Shelf	11/13	11/15	Where Collection Development Meets RA
Book Club Central Update	11/9	11/11	Tips for book clubs and new BCC picks
December			
PUBLICATION	CLOSE	MATERIALS	EDITORIAL FEATURES
Booklist December 1	10/22	11/2	Spotlight on Science and Technology Roundup: Business
Booklist December 15	11/5	11/16	Starred Reviews, the Year in Review
E-NEWSLETTERS			
REaD Alert December 1	11/21	11/27	Science and Technology
REaD Alert December 15	12/7	12/11	Editor's Choice & Top of the List, 2018 [?]
Quick Tips December	12/5	12/7	The Arts
Quick Tips Best of 2018	12/13	12/15	Lasting Connections
BOL Exclusives	12/3	12/5	50+ Bonus Reviews in Every Issue
Video Review	11/15	11/20	New Video Reviews and Features
Top Shelf Reference	11/27	11/29	Real-World Reference
Book Club Central Update	12/7	12/9	Tips for book clubs and new BCC picks



## BOOKLIST ONLINE

THE GO-TO SOURCE FOR LIBRARIANS

### 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).

## BOOK CLUB CENTRAL

### Book Club Central Website

This new online resource for book club leaders and readers features book reviews, author interviews, discussion questions, and more. *Booklist* is a proud BCC sponsor along with United for Libraries.



## 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).

## 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.

## SPECIAL PRODUCTS AND PROMOTIONS

### BOOKLIST SWEEPSTAKES

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

### WHITE PAPERS

Want to learn more about your audience, share insights, best practices, and tell customers how you can help them work smarter? We can dig deeply via surveys, interviews, research, and more and share findings via newsletters, webinars and more.

### BOOKMAKERS IN PRINT AND ONLINE

You choose the topic, we'll write the article, design it, and publish the results as "Sponsored Content," either in print or online. We use our writing and editorial team to tell your story.

### LIVE EVENTS

*Booklist* will be hosting live events in 2018 at various locations and conferences. As the opportunities arise for you and your authors, we will send notifications.



## 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 delivered to 85,000 librarians and readers as each print issue mails.

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

Offering classroom-ready ideas for connecting youth books to the reader and STEM education. *Quick Tips* helps enrich public library programs and the K-12 classroom curriculum. Delivered to 50,000 librarians and readers as each print issue mails.

#### Booklandia

Offers informative and edgy commentary on the YA scene through a mix of original feature articles and *Booklist* reviews. Delivered to 55,000 librarians and readers.

#### 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. Delivered to 70,000 librarians and readers.

#### 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. Delivered to 55,000 librarians and readers.

#### Top Shelf Reference

Brings a shot of practical, real-world reference to librarians' inboxes. Delivered to 50,000 librarians and readers.

#### Video Review

Provides public and school library video buyers their very own digital publication of new reviews of videos for adults and youth. Delivered to 35,000 librarians and readers.

#### The Booklist Reader Daily Update

Delivers each day's engaging posts from our blog, *The Booklist Reader*, directly to subscribers' inboxes. Delivered to 7,300 librarians and readers.

#### Book Club Central Update

This monthly update reaches Readers Advisory, Collection Development librarians, as well as offers tips for book clubs and newly announced Book Club Central picks. Delivered to 62,000 librarians and readers.

## 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 2,000 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* 2017 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
- Coding
- Reference
- Crime Fiction
- Graphic Novels
- LGBTQ Lit
- Audiobooks
- Reluctant Readers
- Cookbooks
- And more!

#### 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		

