

2017

MEDIA KIT

TEACHER | LIBRARIAN



TL

teacher | librarian

The Journal for School Library Professionals

OCTOBER 2016
VOLUME 44 | NUMBER 1

Librarians Connected to National Future Ready Initiative

Introducing Future Ready Librarians (FRL), as an expansion of the Future Ready school initiative

From Library Power to the Lilead Fellows Program

Creating a new generation of leaders among school district library administrators.

Meeting the Needs of LGBTQ Students

Including books that serve the Lesbian, Gay, Bisexual, Transsexual, or Questioning (LGBTQ) community



TEACHERLIBRARIAN.COM

ABOUT TEACHER | LIBRARIAN

“

The name Teacher Librarian reflects the journal's focus on the essential role of the school librarian, or “teacher-librarian,” as educator, a partner and collaborator with classroom teachers, school administrators, and others.

”

Teacher Librarian: The Journal for School Library Professionals is one of the leading journals designed specifically for librarians working with K-12 students as well as with their colleagues teaching in the classroom and administrators.

FEATURE ARTICLES ADDRESS

- Future Ready Libraries (FRL)
- Inquiry
- Equity issues
- Leadership (digital, facilitation skills, etc.)
- Open educational resources
- Cultural responsiveness
- Project-based learning
- Advocacy
- Digital citizenship
- STEM/STEAM
- School library design

REGULAR COLUMNS INCLUDE

- App and Website Reviews
- Ed Tech in the Classroom
- Makerspaces
- Library Learning Commons
- Computers and Technology
- Library Advocacy
- Book Reviews: Children's Picture Books, Primary fiction and nonfiction, Junior Fiction and Non Fiction, YA Fiction and Nonfiction



CIRCULATION

2,750 SUBSCRIBERS

PASS ALONG-RATE OF 4 ADDITIONAL READERS

- A growing number of large school districts in the US and Canada have bulk subscriptions to deliver copies of TL to every teacher-librarian in the district to promote professional development, best practices, and standards. These range in size from 30 to more than 100 copies.

TEACHER LIBRARIAN SUBSCRIBER PROFILE

- More than 85% of readers are involved in the selection and acquisition of materials (books, software, and hardware) and a majority of them report that they value the information and recommendations found in TL.
- 63% report that they read each issue from cover to cover.

TEACHER | LIBRARIAN PRINT MEDIA



Rates for inserts and classifieds available upon request

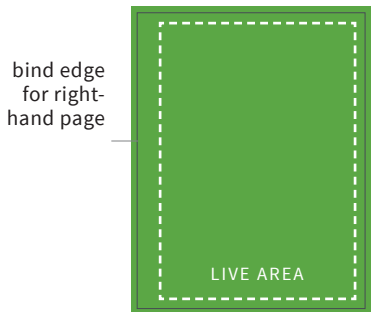
DISPLAY AD SIZES

WIDTH × HEIGHT in inches

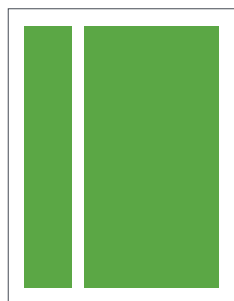
TRIM SIZE

8.375 × 10.875"

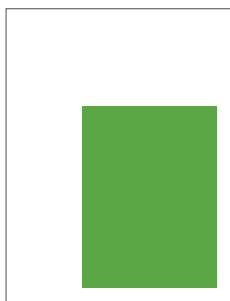
Teacher | Librarian trims 0.25" off top, bottom and outside edge. Live area should be a minimum of 0.25" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.



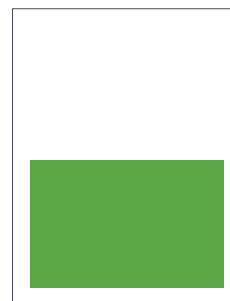
FULL PAGE BLEED
8.625 × 11.125"



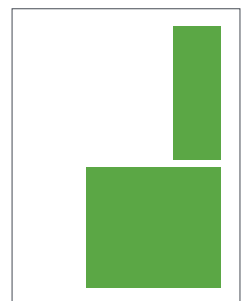
1/3 PAGE VERTICAL
2.3125 × 10"



1/2 PAGE ISLAND
4.75 × 7"



1/2 PAGE HORIZONTAL
7.25 × 5"



1/6 PAGE
2.3125 × 5"
1/3 PAGE SQUARE
4.75 × 4.75"

ISSUANCE BI-MONTHLY

ISSUE	SPACE RESERVATION	MATERIAL DUE
February/March	12/16/16	12/21/16
April/May	2/12/17	2/19/17
June/July	4/11/17	4/18/17
October/November	8/15/17	8/22/17
December/January	10/17/17	10/24/17

The June issue is distributed at the American Library Association Annual Conference and Convention each year. The October issue is distributed at the bi-annual AASL (American Association of School Librarians) Conference.

2017 ADVERTISING RATES / PER INSERTION

COLOR	1×	3×	5×
Full Page Bleed	\$1,195	\$1,095	\$995
² / ₃ Page Vertical	\$795	\$750	\$695
¹ / ₂ Page Island	\$695	\$650	\$595
¹ / ₂ Page Horizontal	\$695	\$650	\$595
¹ / ₃ Page Vertical	\$495	\$450	\$395
¹ / ₃ Page Square	\$495	\$450	\$395
¹ / ₆ Page	\$295	\$275	\$250

COVER / PREFERRED POSITION RATES

FULL PAGE BLEED	1×	3×	6×
Inside Front Cover (C2)	\$1,595	\$1,495	\$1,195
Inside Back Cover (C3)	\$1,495	\$1,395	\$1,095
Outside Back Cover (C4)	\$1,695	\$1,595	\$1,295

TEACHER | LIBRARIAN DIGITAL MEDIA

TEACHERLIBRARIAN.COM

In addition to advertising in the magazine, you have the opportunity to increase your exposure through advertising online.

2,000+ MONTHLY SESSIONS

5,000+ MONTHLY PAGE VIEWS

ONLINE AD RATE PER MONTH

■ Header / 460 × 60 pixels / \$295

■ Sidebar / 300 × 250 pixels / \$250

The screenshot displays the Teacher Librarian website interface. At the top, there is a navigation bar with links for Home, Archives, Favorite Places, Features, Learning Commons, Makerspaces and the Maker Movement, Posters, and a search box. The main content area is divided into several sections:

- Featured Stories:** A prominent article titled "New Login required for the digital edition of Teacher Librarian: The Journal for School Library Professionals" is featured. It includes a login form with fields for "*****AUTO**SCH 3-D TLPB 12345" (Customer Number), "Name", "Address", and "Zip". Below the form, it states "Beginning January 2014, a new login procedure will be required to access the digital edition of Teacher Librarian. Access will remain free for subscribers to the print edition. When you go to the digital TL, a new landing page will..." and provides options to "Continue reading full story" (1,176,294 views) and "Add a comment" (0 users).
- Makerspaces and the Maker Movement:** A section titled "Educational Makerspaces" with a sub-heading "Practical Implementation of an Educational Makerspace Part 3 of Making an Educational Makerspace" by Laura Fleming. It includes a "Continue" button and "3 Comments".
- Learning Commons:** A section titled "The Year of the Learning Commons" with a sub-heading "The April 2015 issue of Teacher Librarian kicks off The Year of the Learning Commons...". It includes a "Continue" button and "0 Comments".
- Posters:** A section titled "April 2013 Poster: School Libraries & Student Achievement" with a sub-heading "Click on the poster to download the pdf version for printing...". It includes a "Continue" button and "1 Comment".
- Favorite Places:** A section titled "the committed sardine blog" with a sub-heading "A great source of information on a daily basis is Ian Jukes' the committed...". It includes a "Continue" button and "2 Comments".
- Digital Teacher Librarian:** A sidebar widget showing a thumbnail of the digital edition cover.
- Subscription:** A sidebar widget with the text "You can subscribe to RSS feed or by e-mail to receive news updates and breaking stories." and a "Subscribe to articles feed" button with an email input field and a "Sign Up" button.
- Advertisement:** A large green rectangular placeholder for an advertisement.

At the bottom of the page, there is a footer with navigation links: Home, Archives, Favorite Places, Features, Learning Commons, Makerspaces and the Maker Movement, Posters.

TEACHER | LIBRARIAN DIGITAL MEDIA

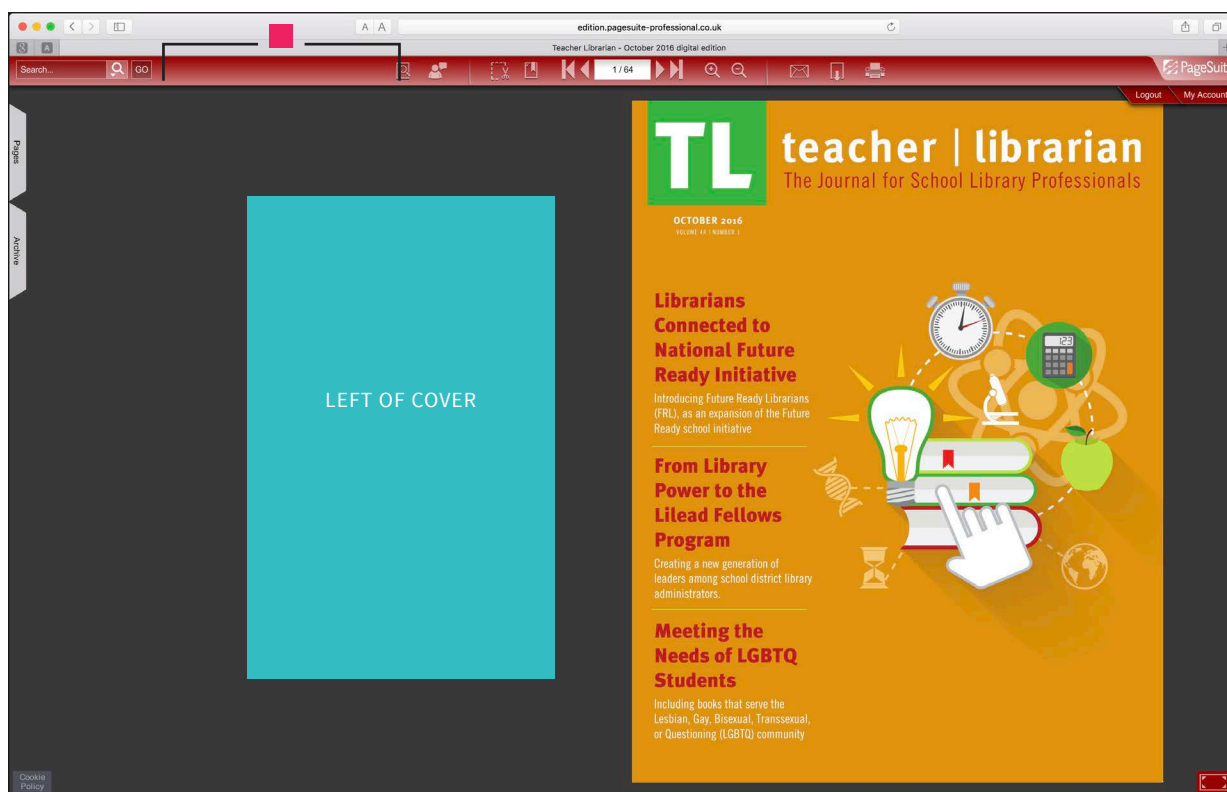
DIGITAL EDITION

Digital *Teacher | Librarian* includes all ads just as they are in the print magazine except that URLs become live links. Advertisers can enhance their ads with the addition of video or audio files, including YouTube videos.

DIGITAL AD RATES*

- Opening page left of Cover / 480 × 750 pixels / \$250
- Scrolling Banner Message / text with URL link / \$150
- Audio/Visual / throughout / \$150
- Audio Only / throughout / \$150

* Positions are sold in 2 month increments, by publish date.



ACCEPTED MEDIA TYPES

- Videos: MPG, AVI, MOV, WMV, FLV
- Audio: MP3
- Animations: SWF
- Images: JPG, GIF

VIDEOS

- Videos must be under 40mb in size. All videos that aren't provided in FLV format will be converted by the PageSuite.

AUDIO

- Audio files must be under 40mb in size.

IMAGES

- Images must be under 40mb in size.

TECHNICAL SPECIFICATIONS



PRINT SUBMISSION GUIDELINES

- A **high-resolution PDF/X-1a** file is required for all ads
- Colors must be **CMYK**. No ICC profiles, RGB or Pantone colors
- Resolution of all photography and scanned illustrations must be **at least 300** dpi. Line art should be 600 dpi.
- Visual copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted **without crop marks**, but full page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic versions of the font.
- Flatten all layers and set transparency to highest setting
- Ads must be suitable to print as-is. *Teacher | Librarian* is not responsible for any errors in content.
- PLEASE NOTE: Materials that do not meet the stated advertising specifications will be rejected.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

DIGITAL ADS

Opening Page, Banner, Sidebar, and Toolbar Logo ads should be submitted as jpeg, bmp, wbm, svg, swf/flash, gif, png files.

AGENCY COMMISSION

There is a standard 15% commission to accredited full service advertising agencies.

TERMS AND CONDITIONS

Teacher | Librarian reserves the right to refuse materials and require publication prepayment. The advertiser agrees to assume all liability for content of ads and must be fully authorized for use of the ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.