



*Advancing learning  
Transforming scholarship*

Association of College & Research Libraries



# 2024 Media Planning Guide

# About ACRL

The Association of College & Research Libraries (ACRL) is the higher education association for academic libraries and library workers. Representing more than 8,500 individuals and libraries, ACRL (a division of the American Library Association) develops programs, products, and services to help those working in academic and research libraries learn, innovate, and lead within the academic community. Founded in 1940, ACRL is committed to advancing learning, transforming scholarship, and creating diverse and inclusive communities.



**College & Research Libraries News**, provides articles on the latest trends and practices affecting academic and research libraries and serves as the official news magazine and publication of record of the ACRL. Monthly columns include Scholarly Communication, The Way I See It, Internet Resources, Internet Reviews, Washington Hotline, Grants and Acquisitions, and People in the News. Other regular features include ACRL TechConnect, Perspectives on the Framework, and International Insights. C&RL News is an online only open access publication.



**College & Research Libraries**, is the top-ranked peer reviewed journal in library science. As an online only, open access journal, it reaches far beyond the member community. Published six times a year, articles explore a broad scope of topics, such as improving user outreach, analyzing eBook packages, studying how policies are implemented across many libraries, and using technology to improve services.

## **RBM:**

*A Journal of Rare Books, Manuscripts, and Cultural Heritage*

**Rare Books & Manuscripts** is the professional journal for special collections librarianship. It is read and consulted by almost every librarian working with rare books, manuscripts, and many types of artifacts in special collections in the United States and around the world. Further, it has readership among archivists and other cultural heritage professionals. RBM is published twice a year and is available both in print and free online.

# Audience Demographics



## Carnegie Class

University Library 48%  
Comprehensive Library 20%  
Four-year/Baccalaureate 12%  
Two-year Technical 9%



## Membership & Subscribers by Region

U.S. 95%      APAC 1%  
Canada 3%    EMEA 1%

## Job Title

Academic Librarian 70%  
Deans & Library Directors 20%  
Administration 5%  
Instructor/Faculty 3%  
Department Head 2%



## Job Function

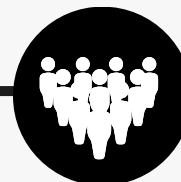
Reference/Research 40%  
Information Literacy 25%  
Collection Development 10%  
Cataloging/Tech Services 8%  
Subject Specialist 5%  
Archivists/Special Collections 5%

Figures based on current membership of 8.5K



# Audience Engagement

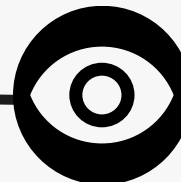
The Association of College & Research Libraries is home to a vibrant community of deep-thinking, committed members who understand the issues that are unique to academic and research libraries. They represent all types of libraries across the country and abroad. They are motivated by the extraordinary possibilities that higher education offers and are indispensable partners in making our educational communities more effective. Reach this distinct audience through any one of our marketing channels each of which extend well beyond the membership.



**8.5K**  
**Members**



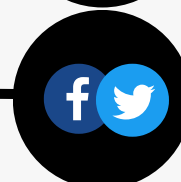
**42K**  
**Monthly Website**  
**Visitors**



**775K**  
**Monthly Page Views**



**16.5K**  
**Newsletter Readers**



**33K**  
**Social Media**  
**Followers**



**2K**  
**YouTube**  
**Subscribers**

# Digital Marketing

## Website Banners



Leaderboard Banner 728 x 90 px \$1,000 per month

Vertical Banner 160 x 600 px \$800 per month

\*Rate reflects placement on both C&RL News Online and C&RL Online

42K

MONTHLY  
USER SESSIONS

775K

MONTHLY  
PAGE VIEWS

2%

CLICK-THRU  
RATE

# E-Newsletters



Keeping up with...

The **ACRL Update**, **Keeping Up With**, and **TOC Alert** newsletters provide members with information about ACRL initiatives, professional development opportunities, new publications, and trends in academic librarianship.

- Leaderboard banner only: **\$1,000**
- Leaderboard banner & sponsored content space: **\$1,500**

**13.5K**

**DISTRIBUTION**

**32%**

**OPEN RATE**

**9%**

**CLICK RATE**

## Ad Specs:

**Leaderboard banner:** 728 x 90 px jpg/png file & URL

**Sponsored Content:** minimum 100 words plus image  
250 x 250 px **OR** 500 x 100 px, jpg/png file & URL

# Digital Marketing



## e-Blast **\$1,875 per release**

Create our own content & exclusive message to be distributed thru ACRL to over 10,000+ research and academic librarians.

**10.1K**

**DISTRIBUTION**

**35%**

**OPEN RATE**

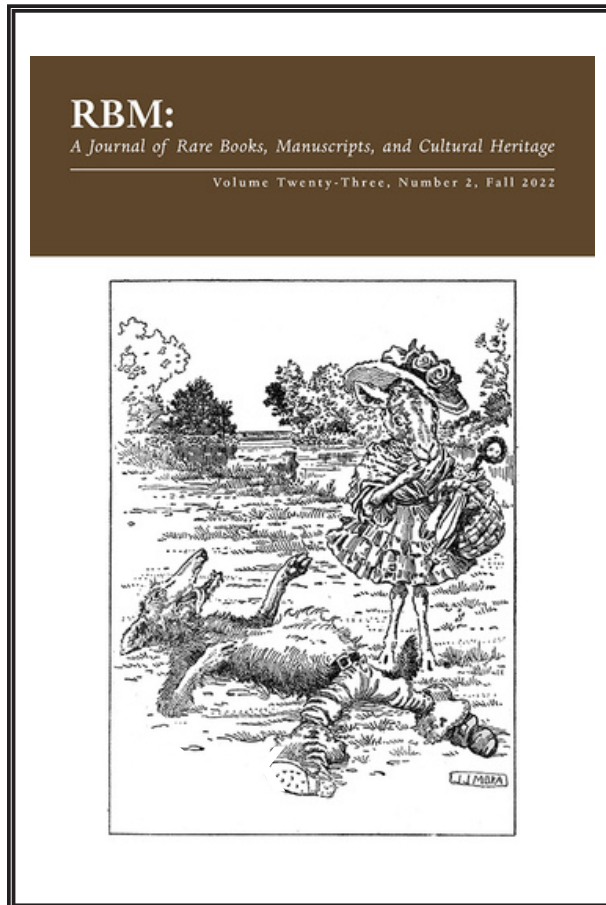
**9%**

**CLICK RATE**

### File Specs

- HTML file and subject line
- All fonts, images and links must be embedded into a single file
- Maximum file size: 100KB
- Maximum layout width: 728 px

# RBM: Rare Books, Manuscripts & Cultural Heritage



RBM is published bi-annually in print and freely available online

	<u>SPECS</u>	<u>RATE</u>
FULL PAGE	5" x 8.25"	\$630
1/2 PAGE	5" x 4"	\$400
COVER	7" x 10"	\$700

Trim size: 7" x 10" single column format

970

READERS

1.3K

USER  
SESSIONS

6.1K

PAGE VIEWS



# RBM Con't

## Website Banner

### Leaderboard Banner

728 x 90 px **\$500**

### Vertical Banner

160 x 600 px **\$400**

Rates reflect 6-month run on RBM Online

**3.5K**

Impressions

**2%**

Click Rate

## e-Blast **\$650**

Create your own exclusive message to be distributed thru ACRL to 1,000 RBM readers.

**1K**

DISTRIBUTION

**33%**

OPEN RATE

**3%**

CLICK RATE

### File Specs

- HTML file and subject line
- All fonts, images and links must be embedded into a single file
- Maximum file size: 100KB
- Maximum layout width: 728 px

## TOC Alert **\$800**

The new issue alert distributed to ACRL's RBMS section.

**8.5K**

DISTRIBUTION

**45%**

OPEN RATE

**7%**

CLICK RATE

**Ad Specs: Leaderboard banner:** 728 x 90 px jpg file & URL

# Contact Information

To inquire about advertising with ACRL contact:  
Pam Marino, Program Director for  
Advertising, Sponsorships & Underwriting  
[pmarino@ala.org](mailto:pmarino@ala.org)

## Terms & Conditions

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising for any reason.

Advertisements are accepted and published entirely on the consideration that the advertiser and its agency, jointly and severally, will indemnify and hold harmless ACRL, its officers, agents and employees against any claims or suits based upon any aspect of an advertisement.

Neither the advertiser nor its agency may cancel an advertisement after the reservations deadline. Cancellations must be in writing and submitted to the Advertising Sales Manager by the noted deadline.