



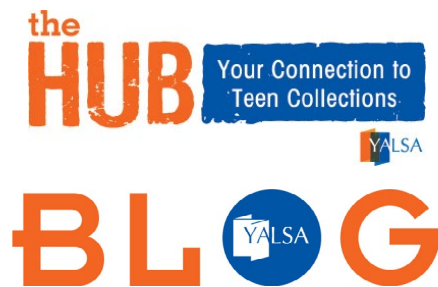
## 2021 Media Kit



*Take your message to librarians  
and educators who matter*

[www.ala.org/yalsa](http://www.ala.org/yalsa)

# Advertising with YALSA



Reach 3,600+ library staff and administrators who work in teen services by taking advantage of YALSA's affordable advertising opportunities! Opportunities are available electronically and in print.

Read on to find out how to get your message into:

- YALSA's weekly e-newsletter, *YALSA E-News*
- YALSA's blogs: The Hub and YALSAblog
- YALSA's annual Young Adult Services Symposium
- YALSA's award-winning digital journal, *Young Adult Library Services*

# YALSA E-News

## YALSA E-News

YALSA's email newsletter, *YALSA E-News*, brings association news to YALSA's 3,600+ members every Wednesday. *YALSA E-News* gives members the latest YALSA news and updates on book awards and lists, grants, ALA Annual Conference, ALA Midwinter Meeting, YALSA's annual Young Adult Services Symposium, and more.

Learn more at [www.ala.org/yalsa/enews](http://www.ala.org/yalsa/enews)

## Readership

YALSA E-News is read by school librarians, youth services librarians, library staff, educators, and managers in public, middle school, and secondary school libraries, as well as library school students and faculty in library graduate schools.

These professionals are responsible for the selection, acquisition, maintenance, and circulation of books, magazines and newspapers, multimedia materials, and software and hardware. They offer guidance on reading, viewing and listening to teens/tweens and their families, as well as reference services, digital literacy instruction, and more. All readers are members of the Young Adult Library Services Association (YALSA), a division of the American Library Association (ALA).

## Circulation

The newsletter is sent to all YALSA members with a valid email address, with additional "pass-along" distribution by members, who are encouraged to share YALSA E-News with colleagues.

More than 3,600 professionals receive YALSA E-News each week. Average open rate in 2020 was over 27.9% with a click rate of 6.5%.

## Issuance

YALSA E-News is distributed every Wednesday. Reservations are due the Friday prior. Content and ad copy (where applicable) are due on the Monday of that week's issue.

## Issue Sponsorship

\$500 per issue

Sponsoring an issue of *YALSA E-News* includes a 600 x 60 top banner ad (JPG or GIF, 72 dpi) and inclusion of logo and 50-word description at the end of the issue.

## Advertising Space

	1x	3x	6x
300 x 250 boombox	\$300	\$250	\$200

Files should be JPG or GIF, RGB, and no larger than 80K. Please contact newsletter editor Anna Lam at [alam@ala.org](mailto:alam@ala.org) or 1-800-545-2433, ext. 5849, with mechanical questions.

News You Need This Week from YALSA! [View this email in your browser](#)

**YALSA e-news**  
the electronic newsletter of the Young Adult Library Services Association

**600x60**

**September 27, 2017**

**YALSA Program Vote for Annual 2018**  
Help determine which [YALSA programs](#) will be featured at ALA's 2018 Annual Conference, which takes place in New Orleans, June 21-26. Please [vote](#) on the program proposals that YALSA has received by **Oct. 15**.

**Tell Us What You've Been Up To!**  
Please take 5 minutes to complete this [members' only survey](#) by **Oct 1**. Your feedback will help YALSA measure progress toward its diversity, leadership and advocacy efforts. It will also help YALSA improve existing services and resources, as well as plan new ones. Anyone who completes the [survey](#) can opt to provide their email address for a chance to win \$100 worth of Teen Read Week™ swag!

**September Honors**

FOY  
Nick Buron  
Veronica Koven-Matasy  
Todd Krueger  
David Mowery  
Loren Spector  
Beatriz Wallace  
Dorcas Wong

Leadership Endowment  
Todd Krueger

**Act 4 Teens**

**Funding Opportunities**

**Guidelines**

**Online Learning**

**300 x 250**

[Register by Oct. 13 for advanced registration rates!](#)

**Blog for the YALSAblog!**  
YALSA is looking for diverse voices who want to share their knowledge about youth participation, community partnerships, connected learning, multiple literacies, and underserved

# Contract & Insertion Order

## Copy and Contract Regulations

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## Payment

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Company \_\_\_\_\_  
Size \_\_\_\_\_  
Frequency \_\_\_\_\_  
Rate \_\_\_\_\_  
Purchase Order Number \_\_\_\_\_  
Contract Authorized by (print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_

Advertising Contact \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

Bill To (if different) \_\_\_\_\_  
Contact \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
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## Please send completed contract to:

Bill Spilman, Innovative Media Solutions  
320 W. Chestnut St., P.O. Box 399  
Oneida, IL 61467  
phone: (309) 483-6467  
toll-free: 1-877-878-3260  
fax: (309) 483-2371  
e-mail: bill@innovativemediasolutions.com

## 2021 YALSA E-News

### January

6    13    20    27

### February

3    10    17    24

### March

3    10    17    24    31

### April

7    14    21    28

### May

5    12    19    26

### June

2    9    16    23    30

### July

7    14    21    28

### August

4    11    18    25

### September

1    8    15    22    29

### October

6    13    20    27

### November

3    10    17    24

### December

1    8    15    22    29

# YALSA's Blogs

## YALSAblog



The mission of the YALSAblog is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog had an average of over 6,719 page views each month in 2020.

Visit YALSAblog at [yalsa.ala.org/blog](https://yalsa.ala.org/blog)

## Advertising Space

Size	Rate
300 x 250 boombox	\$250

All rates based on a 30-day run.

## The Hub



The Hub: Your Connection to Teen Collections is YALSA's blog that provides a one-stop-shop for information about all things related to library collections and content curation. New daily content is created by librarians and teens, with a particular focus on what's new and trending. The Hub was nominated for an Edublog Award for best group blog and had an average of over 31,872 pageviews each month in 2020.

Visit The Hub at [www.yalsa.ala.org/thehub](https://www.yalsa.ala.org/thehub)

## Advertising Space

Size	Rate
300 x 250 boombox	\$500

All rates based on a 30-day run.

## Materials and Reservations

- Due on the 20th of the month prior to posting
- Include click-through URL and mouse-over text with instructions.
- Files should be JPG or GIF, RBG, and no larger than 80k. Please contact blog editor Anna Lam at [alam@ala.org](mailto:alam@ala.org) or 1-800-545-2433, ext. 5849, with mechanical questions.
- Send creative to [alam@ala.org](mailto:alam@ala.org)

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Bill To (if different) \_\_\_\_\_  
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E-mail \_\_\_\_\_

### **YALSAblog**

**300 x 250 Boombox**

**\$250**

**Month(s)** \_\_\_\_\_

### **The Hub**

**300 x 250 Boombox**

**\$500**

**Month(s)** \_\_\_\_\_

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phone: (309) 483-6467  
toll-free: 1-877-878-3260  
fax: (309) 483-2371  
e-mail: bill@innovativemediasolutions.com



# Young Adult Services Symposium

## Young Adult Services Symposium

YALSA's now annual Young Adult Services Symposium will take place **Nov. 5-7, 2021 in Reno, Nevada**. YALSA's symposium draws more than 500 librarians and educators to its host city for educational sessions and paper presentations on the dynamic and growing field of young adult services and enjoy special events and one-on-one interactions with popular young adult authors.

Learn more at [www.ala.org/yalsa/yasymposium](http://www.ala.org/yalsa/yasymposium)

Advertisers have multiple options available to them to reach this captive audience, including advertising in the program book and sponsoring email blasts to symposium registrants.

### Program Book

Ads are black and white, except for covers 2, 3, and 4, which include four-color process; pages are two columns.

### Reserving Space

Reservations are due on Sept.10. Materials are due by Sept. 24.

*Those who reserve cover and full-page ads will receive one complimentary boombox ad in one of the first three symposium email blasts.*

### Advertising Space

Position	Size	Width/Depth	Cost	*Digital Program Book
Cover 4	Full	8-1/2" x 11"	\$1,000	\$1,000
Cover 2	Full	8-1/2" x 11"	\$900	\$900
Cover 3	Full	8-1/2" x 11"	\$800	\$800
Interior	Full	7-1/2" x 10"	\$500	\$250
Interior	Half Horizontal	7-1/2" x 5"	\$275	\$137.50
Interior	Half Vertical	3-3/4" x 10"	\$275	\$137.50
Interior	One-Quarter	3-3/4" x 5"	\$150	\$75

\*Due to the unpredictable nature of regulations and safety measures related to in-person gatherings, digital only program book options may be offered. Please inquire for more information.

# Young Adult Services Symposium

## Symposium Email Blasts

Reach a dedicated, engaged audience with email blasts to symposium attendees! YALSA's monthly symposium email blasts boast open rates of more than 31% and click rates of more than 4%. The 2020 symposium mailing list reached more than 2,000 potential attendees and publishers.

## E-Blast Sponsorship

\$500 per issue

Sponsoring email blasts to attendees before and after the symposium includes a 600 x 60 top banner ad and inclusion of logo and 50-word description.

Files should be JPG or GIF, RGB, and no larger than 80K.

## Dates

YALSA sends monthly symposium updates to an opt-in email list of more than 2,000 library staff and literature professionals each month.

Month	Reservations	Materials	Mail Date
June	May 21	June 4	June 9
July	June 21	July 7	July 12
August	July 19	July 30	Aug. 9
September	Aug. 20	Sept. 3	Sept. 13
October	Sept. 17	Oct. 1	Oct. 11
November	Oct. 18	Oct. 29	Nov. 1

## Reserving Space

To reserve space in the Young Adult Services Symposium program book or symposium email blast, contact Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

## Sponsorship Opportunities

YALSA also has event sponsorship available, including symposium bags and other swag, breakout sessions, and receptions as part of YALSA's Sponsor Program. For details, please visit [www.ala.org/yalsa/givetoym/sponsors](http://www.ala.org/yalsa/givetoym/sponsors) and contact YALSA Executive Director, Tammy Dillard-Steels at [tdillard@ala.org](mailto:tdillard@ala.org).



# Contract & Insertion Order

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Company \_\_\_\_\_

Size \_\_\_\_\_

Rate \_\_\_\_\_

Placement \_\_\_\_\_

Purchase Order Number \_\_\_\_\_

Contract Authorized by (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Advertising Contact \_\_\_\_\_

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Fax \_\_\_\_\_

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City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Symposium

*Program Book*  
Reservations: Sept. 10  
Materials: Sept. 24

E-Blast Sponsorship **\$500**

*June*  
Reservations: May 21  
Materials: June 4

*July*  
Reservations: June 21  
Materials: July 7

*August*  
Reservations: July 19  
Materials: July 30

*September*  
Reservations: Aug. 20  
Materials: Sept. 3

*October*  
Reservations: Sept. 17  
Materials: Oct. 1

*November*  
Reservations: Oct. 18  
Materials: Oct. 29

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e-mail: [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)

# Young Adult Library Services

DIGITAL  
ONLY!

YALSA's award-winning, **digital** quarterly journal is a five-time APEX Award winner in the category of journals and magazines over 32 pages. *YALS* reaches more than 3,600 library staff and administrators who work in public and school libraries, directly with young adults ages 12-18, library school students, and instructors.

*Young Adult Library Services* serves as the official journal of the Young Adult Library Services Association (YALSA), a division of the American Library Association. The journal serves as a vehicle for promoting best practices in all aspects of library services for and with teens including, designing learning spaces, building collections, leveraging technology employing youth development principles.

**Please note, YALS is a digital only publication as of the Spring 2018 issue.**

**Learn more about YALS at <http://yalsa.ala.org/blog/yals>.**



## HTML5 Flipbook Interface

- New advertising options: pop-up message, start page, sidebar widget, and video
- Accessible on any browser based mobile device or laptop/desktop computer
- Text only reading mode for small devices
- Functionality includes ability to print pages, search individual issues and across archived issues,
- Access live hyperlinks, view advertiser index, access archive issues, save issues or individual pages as PDF's, access articles from the Table of Contents
- Responsive Article News Feed allows users to view content as a news feed format rather than flip book format

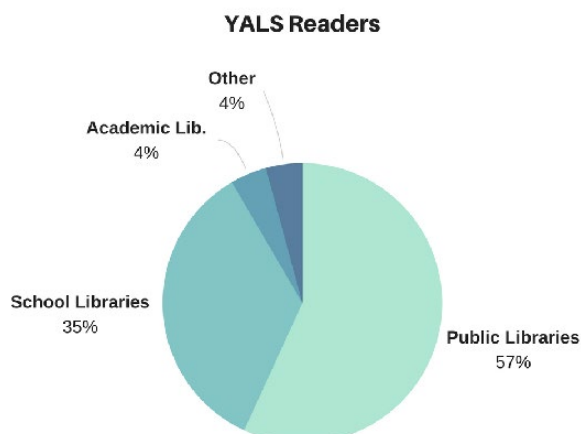
Please inquire to gain access to a free sample issue to explore the digital platform.

## Circulation

Members: 3,656 | Subscribers: 51 | Total: 3,707

## Readership Facts & Statistics

Issue	Total Issue Visits	Total pageviews	Unique pageviews
Fall 2019; Vol. 18 N.1	1,602	20,549	14,049
Winter 2020; Vol. 18 N.2	1,194	13,975	9,560
Spring 2020; Vol. 18 N.3	1,360	17,952	12,576



YALS boasts a diverse subscriber base:

- 39% of YALSA's members serve in a supervisory capacity at their libraries
- 64% of YALSA members have more than seven years' library experience; 34% have 16 years or more.
- 20% of YALSA's members (and *YALS* readers) are graduate students
- Nearly 50% have full purchasing power at their library; an additional 42% make purchasing recommendations

# Young Adult Library Services

**DIGITAL  
ONLY!**

## Advertising Placement

Advertisements are placed according to the mechanical production requirements for each issue. Requests for patterned position of units in the same issue will be accepted for a surcharge of 10% of the earned rate for each of the units involved, subject to mechanical production requirements.

## Frequency Discounts & Agency Commissions

Discounts are based on the number of insertions and sponsorships placed within 12 months of the first insertion. To qualify, insertion orders or contracts must be in writing.

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

## Themes and Schedule

Issue	Theme	Closing Date	Materials Deadline
Spring 2021	Race(ism)	Feb. 22, 2021	March 1, 2021
Summer 2021	Adulting 101	May 10, 2021	May 17, 2021
Fall 2021	TBA	Aug. 16, 2021	Aug. 23, 2021
Winter 2022	TBA	Nov. 15, 2021	Nov. 22, 2021

## Standard Advertising Page Rates

Premium Space	1x	2-3x	4x
Cover 2	\$1000	\$900	\$850
Cover 3	\$800	\$735	\$680
Cover 4	\$800	\$735	\$680
Pages 1-9	\$880	\$790	\$750

Size	1x	2-3x	4x
Full page	\$800	\$735	\$680
2/3 page	\$680	\$625	\$575
1/2 page	\$600	\$550	\$510
1/3 page	\$520	\$480	\$440

## Mechanical Specifications

Space	Width x Depth (inches/picas)
Full page	7.375 x 9.675 / 44p3 x 58p0
2/3 page	4.85 x 8 / 29p1 x 48p3
1/2 page island	4.85 x 7.25 / 29p1 x 43p8
1/2 page vertical	3.75 x 8 / 22p1 x 48p3
1/2 page horizontal	7.375 x 4 / 44p3 x 23p9
1/3 page vertical	2.3 x 8 / 13p9 x 48p3
1/3 page horizontal	7.375 x 2.6 / 44p3 x 15p10
Trim size:	8.375 x 10.875 / 50p3 x 65p3
Materials:	Must be delivered as PDF files (PDFX-1a compliant and/or 300 dpi - 4/c and 1200 dpi - b/w)

## File Instructions

Identify material by name of advertiser, journal, and issue (e.g., ALA\_YALS\_Spring2020.pdf). Send contract, insertion orders, correspondence, and electronic ad files to Bill Spilman.

# Contract & Insertion Order

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Company \_\_\_\_\_

Size \_\_\_\_\_

Frequency \_\_\_\_\_

Rate \_\_\_\_\_

Placement \_\_\_\_\_

Purchase Order Number \_\_\_\_\_

Contract Authorized by (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Advertising Contact \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## Young Adult Library Services

*Spring 2021*

Reservations: Feb. 22, 2021

Materials: March 1, 2021

*Summer 2021*

Reservations: May 10, 2021

Materials: May 17, 2021

*Fall 2021*

Reservations: Aug. 16, 2021

Materials: Aug. 23, 2021

*Winter 2022*

Reservations: Nov. 15, 2021

Materials: Nov. 22, 2021

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e-mail: [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)

# Young Adult Library Services

**DIGITAL  
ONLY!**

## Special Advertising Opportunities

YALS' digital platform allows for additional advertising opportunities such as a popup welcome message, sidebar ads, videos, and more! An exclusive e-blast advertising opportunity is also available.

### E-blast

#### 160x600 skyscraper ad

Exclusive opportunity for advertisers to reach YALSA members (4,500+) and YALS subscribers. E-blast is sent out every time a new issue is released.

#### Pop-up welcome message (interstitial page)

A pop-up welcome message/ad that appears before the issue opens.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

#### Start page (presentation page)

A start page that appears directly along the left-side of the issue's cover.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

#### Left Sidebar Widget

A left sidebar that appears alongside the issue. It allows for ads with max dimensions of 120 x 600 (skyscraper), 728x90 (banner), or 160x600 (wide skyscraper).

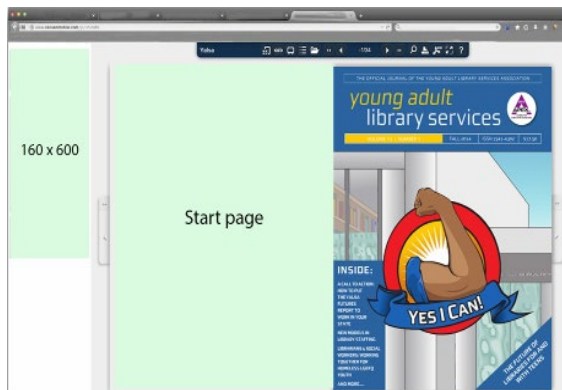
Files must be delivered as a JPG.

#### Video Enhancements

Video enhancements can be placed within the digital issue to compliment or enhance existing ad material.

Videos must be supplied via a link (Youtube, Vimeo, etc) or in either MP4, F4V or FLV video format with the following requirements:

- Can be set to auto-play or click to play.
- Can be embedded on a page or as a popup.
- Recommended resolution: 640W x 360H
- Recommended bitrate: between 300kb/s and 700kb/s.
- Maximum file size:100MB.
- The only supported audio codec for FLV files is MP3.
- MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.



Space	Rate
160x600 skyscraper ad (e-blast)	\$1000
Pop-up page 8.375 x 10.875	\$750
Start page 8.375 x 10.875	\$1000
Sidebar Widget (multiple sizes available)	\$1000
Video (interior)	\$500

#### File Instructions

Identify material by name of advertiser, journal, and issue (e.g., ALA\_YALS\_Spring2019.pdf). Send contract, insertion orders, correspondence, and electronic ad files to Bill Spilman.

Please contact newsletter editor Anna Lam at [alam@ala.org](mailto:alam@ala.org) or 1-800-545-2433, ext. 5849, with mechanical questions.

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Fax \_\_\_\_\_

E-mail \_\_\_\_\_

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## Young Adult Library Services (digital)

### Spring 2021

160 x 600 skyscraper ad (e-blast)

Pop-up page       Start page

Left Sidebar Widget

Video Enhancement

Reservations: Feb. 22, 2020

Materials: March 1, 2020

### Summer 2021

160 x 600 skyscraper ad (e-blast)

Pop-up page       Start page

Left Sidebar Widget

Video Enhancement

Reservations: May 10, 2020

Materials: May 17, 2020

### Fall 2021

160 x 600 skyscraper ad (e-blast)

Pop-up page       Start page

Left Sidebar Widget

Video Enhancement

Reservations: Aug. 16, 2020

Materials: Aug. 23, 2020

### Winter 2022

160 x 600 skyscraper ad (e-blast)

Pop-up page       Start page

Left Sidebar Widget

Video Enhancement

Reservations: Nov. 15, 2020

Materials: Nov. 22, 2020







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