

MARKETING

LIBRARY SERVICES

2024

MEDIA KIT

Helping library workers
do more effective
marketing since 1987



www.MarketingLibraryServices.com

FROM THE DIRECTOR OF SALES

Marketing Library Services (MLS) emerged in 1987 and is the longest-running publication that regularly delivers how-to articles and case studies for marketers in all types of libraries. They're written by practitioners from around the world and curated by a respected expert who has 25+ years in the field. These detailed, vetted articles deliver more value than the brief ideas and advice offered via social media.

MLS covers strategies and tactics for all marketing-related topics: outreach, branding, segmentation, social media, funding initiatives, long-term campaigns, assessment, ROI, partnerships, promotional materials, program publicity, communications, PR, advertising, etc. Subscribers will also benefit from interviews with marketing masters, and interesting tidbits.

➤ **Marketing Library Services focuses on all aspects of marketing, including these:**

- publicity and public relations
- getting buy-in from internal and external segments
- advocacy and politics
- short- and long-term campaigns
- promo-material design
- social media management
- digital marcom platforms
- advertising technology
- surveys and focus groups
- assessment, measurement, ROI
- outreach and community building
- branding and advertising

Publication Strengths and Benefits

MLS is the best conduit for reaching the library workers who plan, design, and carry out marketing tasks. Due to their wide array of job titles, this group is very hard to reach via email lists or ads in more general publications.

- Readers trust *Marketing Library Services*.
- Its case studies, written by library marketers, detail the steps they took, along with what worked and what didn't, to light a path for their peers.
- MLS informs subscribers about upcoming classes, publications, and conference sessions to support their continuing education.
- In every issue, in a column called Interviews With Marketing Masters, experts offer a look into their libraries' situations, challenges, and successes.
- MLS has been published for 38 years, so it has brand recognition in the field.
- The current editor, Kathy Dempsey, has been in charge of the publication for 30 years, and is widely recognized as a trusted industry expert. She is immersed in the field, which ensures that *MLS* content remains current and useful (www.linkedin.com/in/kathydempsey).
- Even though *MLS* is subscription-based, it shares one article from each issue online, as free full text, to support the field. These articles attract visitors to the newsletter's web pages. In recent years, the *MLS* home page has seen between 15,000 and 20,000 unique page views annually.

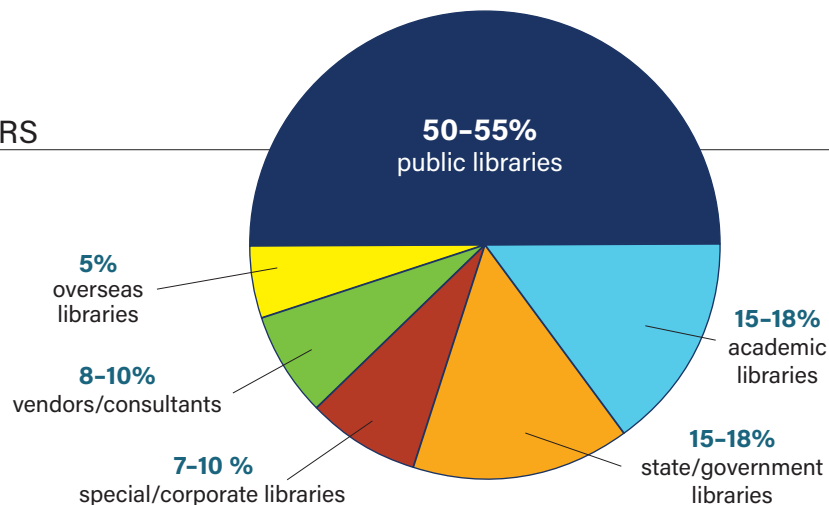
FREQUENCY
6x/year (Jan/Feb, March/April, May/June, July/Aug, Sept/Oct, Nov/Dec)

ISSUE LENGTH
8 pgs (2x/year) or 12 pgs (4x/year)

2024
vol. 38

CURRENT SUBSCRIBERS

~350 subscribers
+ uncounted pass-along readership within subscribing library systems



1. SPONSOR AN INDIVIDUAL ISSUE

Includes:

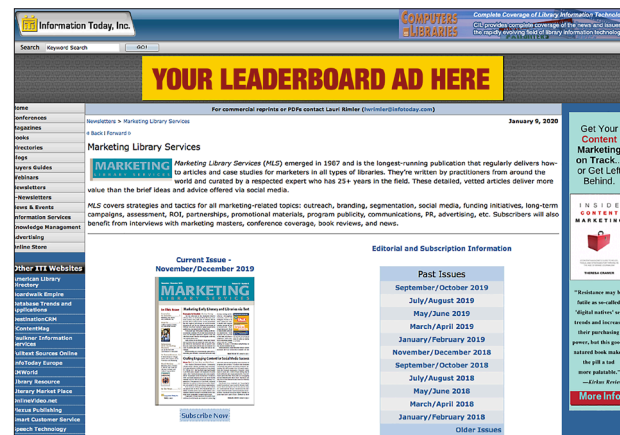
- Full-page, 4-color ad on 8.5 x 11" back page
- Sponsorship acknowledgment on page 1, above TOC, including 4/c logo and link to advertiser site (sample, near right)
- One leaderboard ad that shows on all three *MLS*-related web pages

1. Newsletter home page (sample, far right):
<http://www.infotoday.com/mls>

2. Newsletter subscription/editorial info page:
<http://www.infotoday.com/mls/mls-subs.shtml>

3. Newsletter TOC for sponsored issue:
<https://www.infotoday.com/mls/sep23/index.shtml>

One banner ad shows on all three web pages for the full 2 months of the sponsored issue, until the next issue replaces it.



2. HALF-PAGE IN INDIVIDUAL ISSUE

Includes:

- Half-page, horizontal, 4-color ad on inner page



See page 6
for Information on
Online Advertising
Opportunities

NOTE: One or two companies may buy half-page ads in each issue.

AD RATES, CLOSING DATES, AND SPECIFICATIONS

SIZE RATES	1X INSERTION
Single-Issue Sponsorship	\$1,000
Half-Page Horizontal	\$300

CLOSING DATES	SPACE RESERVATIONS	AD MATERIALS DUE
Jan/Feb	11/21/23	12/5/23
March/April	1/19/24	2/2/24
May/June	3/21/24	4/4/24
July/August	5/22/24	6/5/24
Sep/Oct	7/18/24	8/5/24
Nov/Dec	9/19/24	10/3/24

Advertising Regulations

- › All advertising is subject to the publisher’s approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

Cancellations

- › Cancellations must be made in writing 30 business days prior to material deadlines.
- › Exclusive Sponsorship is noncancelable.

For more information on advertising with us, contact:

LaShawn Fugate • Account Executive
(859) 278-2223 x104 • lashawn@infoday.com

Trim Size	DIMENSIONS
Full-Page w/Bleed	8.5"w x 11"h
Live Area for Full Page	8"w x 10.5"h (centered)
Half-Page	7.5"w x 4.5"h

Bleeds are available for Sponsorships only.

Bleed Sizes have included the addition of 1/4 inch to trim size on all sides.

If your ad does not bleed please use live area dimensions.

**See page 5
for production
requirements**

PRODUCTION REQUIREMENTS AND SUBMISSION INSTRUCTIONS FOR PRINT

➔ **Ad production requirements — downloadable PDF**
www.infotoday.com/advert/CTPAdSpecs.pdf

➔ **We accept the following formats:**

› **Press-quality PDF files are preferred.**

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Page dimensions and bleeds according to pub specs

› **We can also accept high-resolution Macintosh format Photoshop TIFF files.**

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➔ **File submission instructions:**

› **To upload files via the web:**

- › Using your web browser, log onto **<http://files.infotoday.com>**.
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

**Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.**

PLEASE NOTE:

- › Files submitted as RGB will be converted to CMYK.
- › Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
- › All graphics must be at least 300 dpi resolution.

For proper sizing of your ad, please refer to the publication's rate card (on page 4).

For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator

jcrawford@infotoday.com

MLS ONLINE ADVERTISING OPPORTUNITIES 2024

➔ infotoday.com—the No. 1 online destination for the information industry

Our mission is to remain the leading information provider serving the library and information professional community. The audience for the Information Today, Inc. website comprises subscribers to our various publications—including *Computers in Libraries*, *Information Today*, and *Big Data Quarterly*—as well as *Marketing Library Services*—along with professionals who want information on our conferences, webinars, directories, or other ITI content. This website includes our conference pages for the popular *Computers in Libraries* and *Internet Librarian Connect* conferences.

➔ ONLINE ADVERTISING RATES 2024

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	NET COST
Leaderboard	728x90	200k	Top	inc. with sponsorship
Skyscraper	120x600	200k	Right	\$400 flat rate

➔ Creative Specifications

- File size: maximum of 200K
- Acceptable formats: GIF, Animated GIF, JPG, PNG, and HTML5.
- We no longer accept Flash (.SWF) creatives.

➔ HTML5 File Size Specifications

- Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- Politely Loaded (All of the creative's subsequent assets are loaded once the host webpage has completed loading.): 2MB

➔ Recommended resources to migrate from Flash/SWF to HTML5

- Google Web Designer—
you may use this to build creatives in HTML5:
<https://www.google.com/webdesigner/>

For more information on advertising with us and on web ad submissions, contact:

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(859) 278-2223 x104 • lashawn@infotoday.com