

BLACK & WHITE	1X	6X	12X	20X	32X	40X
PAGE	6470	6225	5960	5735	5545	5370
2/3	5570	5070	5005	4915	4715	4620
1/2 ISLAND	5210	5025	4815	4615	4430	4330
1/2 HORIZONTAL	4540	4370	4140	4020	3860	3750
1/3	3245	3150	3010	2890	2790	2715
1/6	2080	2050	1930	1840	1785	1755
2-COLOR	1X	6X	12X	20X	32X	40X
PAGE	7460	7245	7005	6795	6615	6475
2/3	6595	6435	6195	6000	5850	5745
1/2 ISLAND	6225	6075	5890	5700	5540	5450
1/2 HORIZONTAL	5600	5375	5235	5115	4980	4885
1/3	4335	4245	4120	4010	3945	3885
4-COLOR	1X	6X	12X	20X	32X	40X
PAGE	8435	8250	7995	7800	7640	7485

Special Inks: Metallic colors, additional \$550 per page. *3-Color, 5-Color: Contact your local sales rep. Fractional 4-Color Ads: Add \$725 net to 2-Color rates.

CIRCULATION INFORMATION

- Circulation: 18,786 — to library institutions
- Audit organization affiliation: Audit Bureau of Circulations. Mailed 2nd Class.
- Field served: Public, university, college, school, and state libraries; business, industrial, medical, law, and other special libraries, armed forces and federal agencies libraries; librarians, assistant librarians, and heads of departments; library jobbers, library schools, etc.
- Subscription prices: \$149.99 year in US, \$199.00 year in Canada. Please inquire for foreign and air mail rates.

GENERAL ADVERTISING INFORMATION

- Guaranteed Premium Positions: 15% premium above earned rate.
- Frequency Rates: Rates earned based on the number of insertions within a 12-month period.
- Rates of consecutive color pages inside:
 - 3 or 4 pages—5% off earned rate.
 - 5 or 6 pages—10% off earned rate.
 - 7 pages or more—12.5% off earned rate.
- Bleed: No additional charge.
- Inserts:
 - 2 page (single sheet, both sides) supplied: 15% off earned page rate x 2*
 - 4 pages supplied: 25% off earned page rate x 4*
 - 8 pages supplied: 45% off earned page rate x 12*
 - 16 pages supplied: 55% off earned page rate x 16*

*Plus releaseable glue charges, if used.

Demographic price reduction is 50% of the circulation % not serviced. Contact your LJ representative for details. For specifications, contact the Production Department.

COMMISSION AND PAYMENT POLICIES

- Agency Commission: 15% gross billing allowed to recognized advertising agencies on space, color, and position. All production charges and binding charges are non-commissionable.
- Cash Discount: None.
- Payment: Payment with initial order is required from first-time advertiser or agencies. All other accounts payable within 30 days from date of invoice.

PREMIUM COVER PRICING

Reverse Gatefold: \$16,525 net
2 pages of high impact message delivery. Front of gatefold is actual magazine cover.

Barn Door (Saddle stitched issues): \$17,795 net
2 pages of high impact message delivery. Outside of barn door is actual magazine cover.

Barn Door (perfect bound issues): \$16,950 net
2 pages of high impact message delivery. Front of tip-on is shared/magazine logo identity at top/balance to advertiser.

Full Cover Tip: \$15,150 net
2 pages of high impact message delivery. Front of tip-on is shared/magazine logo identity at top/balance to advertiser.

Half Cover Tip: \$9,020 net
1/2 page of high impact message delivery. Front of tip-on is duplication of actual magazine cover.

ISSUANCE AND CLOSING DATES

Library Journal is published on the 1st and 15th of each month, except one issue only in January, July, August, and December. Closing dates for space reservations and materials: See editorial calendar. Extension requests—Contact Production Department

COPY AND CONTRACT REGULATIONS

- All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising that is not in keeping with the publication's standards. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher.
- Advertising that simulates editorial content will include 'Advertisement' or will not be accepted.
- Cancellations will not be accepted after the advertising close. Preferred positions are non-cancellable.

SPECIAL ADVERTISING OPPORTUNITIES

Many companies face limited marketing budgets, but achieve high impact with their advertising investment in Library Journal's special sections.

SPOTLIGHT ADS — Created to allow "single title" advertising at a modest budget. Each ad is 1/6 page in size, full color, minimum copy. Program rates as low as \$810. Contact your sales representative.

PRODUCT & CATALOG SHOWCASE — Special sections that reflect the editorial content in the issue. Showcase ads offer color and reader response. Showcase advertising is inexpensive, yet reaches the full readership of Library Journal. Call Howard Katz at 646-746-6549 for further information.

CLASSIFIED/RECRUITMENT ADVERTISING

Every issue of Library Journal features a busy classified and display classified section. Advertisers use Library Journal classified to recruit personnel and sell products and services. For special advertising opportunities, closing deadlines, rates, and other classified information, contact Howard Katz at 646-746-6549, Fax 646-746-6598, or email: hkatz@reedbusiness.com.

MECHANICAL REQUIREMENTS

- a. Printing: Web offset. SWOP standards apply.
- b. Publication trim size: 7 7/8" x 10 1/2"
- c. Binding method: Saddle stitched. Exceptions are January, February 15, June 1, September 1, December, Reference Announcements, and Gold Book which are perfect bound.
- d. Standard unit size in inches (see chart at right):
Keep live matter 1/4" or more from head and foot trims. Allow 3/8" safety from gutter and face trims for all live matter. Spreads in perfect bound issues must include a 3/8" gutter safety on each page from type to trim (January, February 15, June 1, September 1, December, Reference Announcements, and Gold Book).
- e. Inserts, Tip-Ins, Gatefolds and Aqueous Cover Coating where applicable: Please consult production department for specifications and production charges.

	SIZE (w x d)	NON-BLEED	BLEED	TRIM
A	FULL PAGE	7" X 9 3/4"	8 1/8" X 10 3/4"	7 7/8" X 10 1/2"
B	DOUBLE PAGE	15" X 9 3/4"	16" X 10 3/4"	15 3/4" X 10 1/2"
C	2/3-PAGE VERTICAL	4 7/16" X 9 3/4"	N/A	N/A
D	1/2-PAGE HORIZONTAL	6 3/4" X 4 3/4"	8 1/8" X 5 1/2"	7 7/8" X 5 3/8"
E	1/2-PAGE SPREAD	15" X 4 3/4"	16" X 5 1/2"	15 7/8" X 5 3/8"
F	1/2-PAGE ISLAND	4 7/16" X 7 1/4"	N/A	N/A
G	1/3-PAGE VERTICAL	2 1/8" X 9 3/4"	2 7/8" X 10 3/4"	2 5/8" X 10 1/2"
H	1/3-PAGE SQUARE	4 7/16" X 4 3/4"	5 1/8" X 5 1/2"	5" X 5 1/8"
I	1/6-PAGE VERTICAL	2 1/8" X 4 3/4"	N/A	N/A



DIGITAL ADVERTISING SPECIFICATIONS

PDFX1/A recommended. File dropoff location: www.ads4reed.com.

Note: Our publication prints at 133-line screen. This means that resolution for artwork is to be 300 dpi at 100%.

MAILING INSTRUCTIONS

Advertising materials can be forwarded to:

Reed Business Production Department
 360 Park Avenue South
 New York, NY 10010
 Attn: Nina Quintana, Production Manager
 Tel: 646-746-6454, Fax: 646-746-7492
nquintana@reedbusiness.com

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