

# HOTLINE

Newly Revised  
2008 Ad Rates

*Library Hotline* delivers the latest library news, information, and analysis of interest to decision makers and practitioners. Weekly issues offer coverage of innovative programs and events, people in the news, current trends and issues, technology and vendor updates, continuing education opportunities, library and information science education, previews and reports of professional conferences and seminars, and legislative updates

## CLOSING DATES & CONTACT INFORMATION

For closing dates and additional information please contact:

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## 2008 RATES

### LINE RATE

\$32 PER LINE  
(approximately 55 characters per line)

### DISPLAY RATE

\$300 per column inch (commissionable)  
1 column width = 3 3/8"  
2 column width = 7 1/2"

### STANDARD UNIT CLASSIFIED DISPLAY

1/4 page (4.5 total column inches) - \$1100  
1/2 page (9 total column inches) - \$2000  
full page (18 total column inches) - \$3800

### JOBZONE ONLINE RATES

\$295 net - 30 days online (w/print ad)  
\$395 net - 15 days online (web only)  
\$495 net - 30 days online (web only)

### ADVERTISING DEADLINE:

The Tuesday preceding the Monday issue by 3:00 pm (Eastern Standard Time)

### PIGGYBACK RATES

Run your ad in *Library Journal* and/or *School Library Journal* and receive *special discounted rates*:

	LINE RATE'S	DISPLAY RATE'S
Library Hotline & LJ or SLJ	\$40 per line	\$380 per col. inch
Library Hotline & LJ & SLJ	\$50 per line	\$410 per col. inch

ALL COMBINATION RATES CALCULATED USING *LJ* OR *SLJ* MEASUREMENTS.

\* All cancellations must be in writing and submitted no later than one day after the space reservation deadline!

360 Park Avenue South, New York, NY 10010

