



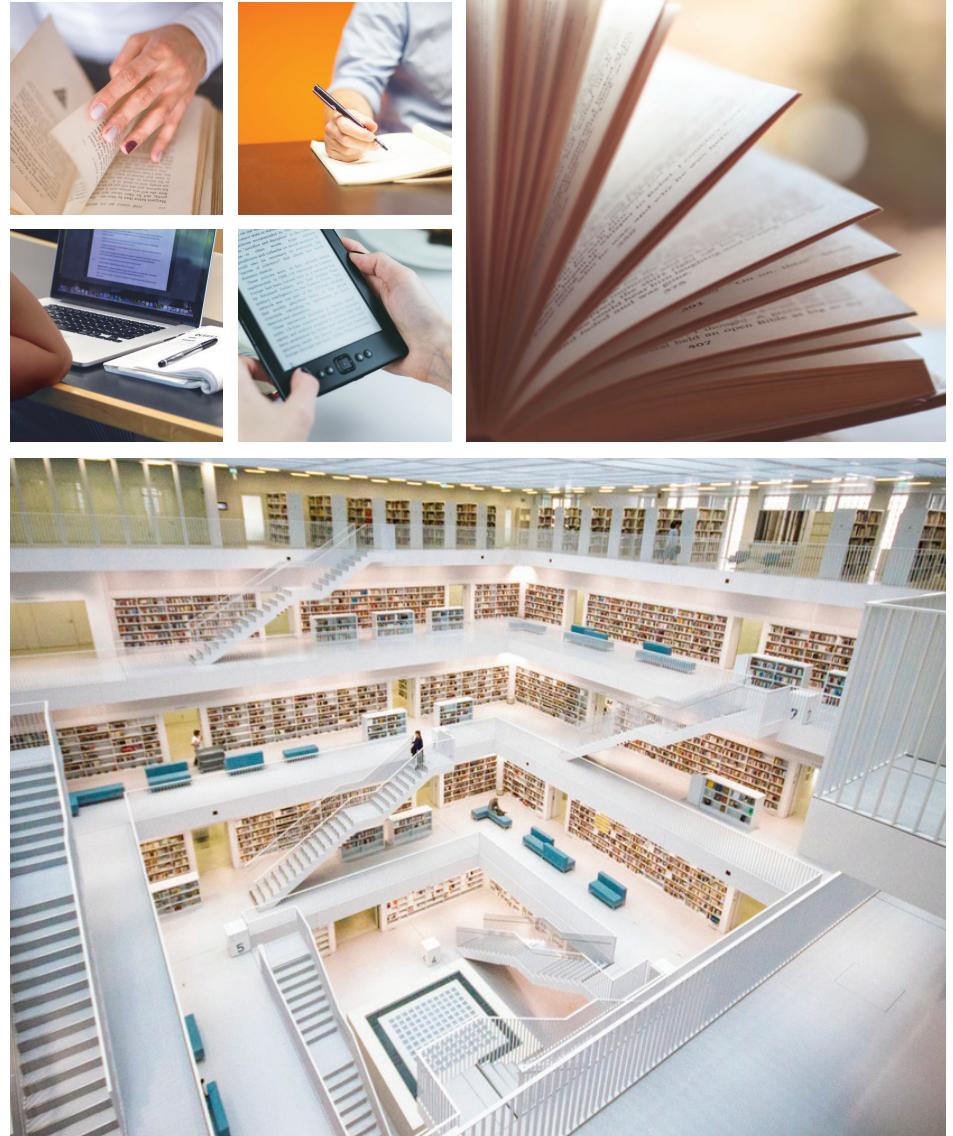
Choice Media Planning Guide

MISSION STATEMENT

Choice is dedicated to providing the academic library community with the tools and services it needs for collection and professional development.

Through a variety of channels the Choice brand platform reaches more than 18,000 higher education academic librarians, faculty, and key decision makers, connecting the three principal groups of the academic library market: librarians, library patrons, and content providers.

Choice is a publication of ACRL, the Association of College and Research Libraries, a division of the American Library Association.



BRAND OVERVIEW

Choice magazine Audience

1,150 Circulation

6,900 Readership

Choice Reviews Audience

1,175 Subscribers

131,823 Monthly User Visits

500,700 Monthly Page Views

Choice Tablet Edition Audience

420 App Downloads

f /choice.reviews

10,947 as of 6/1/2016

t /choice_reviews

822 as of 6/1/2016

76% of readers use Choice to help make purchasing decisions for their library.*

*2013 Choice user survey



"Having your picture on Choice is the equivalent of having it on Rolling Stone." — Librarian



"I am a scholar, not a librarian. But I read Choice regularly and it, along with some catalogs and colleagues' suggestions, but more than either, is my source for new titles to acquire." — Faculty Member



"I like Choice because it has objective reviews from librarians or faculty who know the subject. I prefer Choice over publishers' catalogs." — Library Director

Reader Profile

Carnegie Class	Market Penetration	Average Materials Expenditures*
Two year	23%	\$143,254
Very small four year	19%	
Small four year	58%	
Medium four year	67%	\$509,643
Large four year	77%	\$6,471,262

* ACRL Metrics, 2014 survey

Audience

Librarian	59%
Dean/Library Director	18%
Professor/Faculty	9%
Student	3%
Other	11%

EDITORIAL CALENDAR

September 2016

- Forthcoming Titles: Association & Organization Publications
- Bibliographic Essay: Asian American Studies
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)
- Fall Announcements

October 2016

- Forthcoming Titles: Political Science & Economics
- Bibliographic Essay: Communication Ethics
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

November 2016

- Forthcoming Titles: Reference
- Bibliographic Essay: The Bicycle in Society
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

December 2016

- Forthcoming Titles: Art & Architecture
- Bibliographic Essay: Race & Gender in Cuba
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

January 2017

- Outstanding Academic Titles, 2016
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

February 2017

- Forthcoming Titles: African American Studies
- Bibliographic Essay: Women in Politics
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

March 2017

- Forthcoming Titles: Women's Studies
- Bibliographic Essay: The Century that Changed Physics
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)
- Spring Announcements

April 2017

- Forthcoming Titles: Psychology
- Bibliographic Essay: African Philosophy
- US College Book Price Directory
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

May 2017

- Forthcoming Titles: Science & Technology
- Bibliographic Essay: Religion in Latin America
- Significant University Press Titles and Forum
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

June 2017

- Forthcoming Titles: Library & Information Science
- Bibliographic Essay: Altmetrics & Scholarly Impact
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

July 2017

- Forthcoming Titles: Performing Arts & Mass Media
- Bibliographic Essay: TBA
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

August 2017

- Forthcoming Titles: Internet Resources
- Bibliographic Essay: TBA
- Outstanding Academic Websites
- Digital Resources Directory
- Top 75 Community College Titles
- Ask an Archivist (web exclusive)

MARKETING SERVICES

Targeted Email

Incorporate a Choice e-Blast into your marketing plan and send an exclusive, tailored email message to your target audience.

- Distribution List 10,000
- Average open rate 30%
- Average click-through rate 5%

The screenshot shows the homepage of the AM Adam Matthew website. At the top, there's a navigation bar with links for "HOME", "ABOUT", "CONTACT", and "LOG IN". Below this is a large banner featuring a painting of a 18th-century theater interior with many people in period clothing. The banner has text overlay: "Adam Matthew", "Primary sources for teaching and research", and "Eighteenth Century Drama: CENSORSHIP, SOCIETY AND THE STAGE". To the right of the banner are social media icons for Facebook, Twitter, Google+, LinkedIn, and YouTube, with the text "AVAILABLE NOW" below them. Further down, there's a section titled "Explore a wealth of primary sources with this extraordinary online collection of material from the vibrant theatrical world of the eighteenth-century." It includes a link to "View Sample Content" and a "REQUEST A FREE TRIAL" button.

Newsletters

Sponsor any one of Choice's five newsletters to align your brand with relevant editorial topics and increase the demand for your products and/or services.

- Distribution 1,450
- Average open rate 33%
- Average click-through rate 10%

This screenshot shows a newsletter page from CHOICE. At the top, it says "Having trouble viewing this email? [Click here](#)". Below that is the CHOICE logo with the tagline "Start with better options". There are two main sections: "SPONSORSHIP HEADLINE" and "LEADERBOARD BANNER". The "SPONSORSHIP HEADLINE" section contains the text "CHOICE" and "Start with better options". The "LEADERBOARD BANNER" section contains the text "Internet Resources". Below these sections, there's a note about the newsletter featuring reviews of internet resources and a link to the full issue.

This screenshot shows a detailed article page from the CHOICE website. The article is titled "Food and Health" and is by Benjamin Caballero, Paul M. Fingas, and Fidel Tolosa. It's published in the journal "ScienceDirect" (ISSN: 0898-2683) and costs \$2,520.00. The article discusses the relationship between diet and health. The page includes a "Table of Contents" and a "Full Text" link. There's also a note about the online platform encouraging users to search for specific terms like "Cobalamin (Vitamin B12)".

This screenshot shows a "SPONSORED CONTENT" box. It features a dark background with a white text area containing the word "SPONSORED" and "CONTENT".

This screenshot shows the MLA International Bibliography database interface. It displays a search results page with several entries. At the top, there's a search bar and a "SEARCH" button. Below the search results, there are sections for "ARTICLES", "BOOKS", "MULTIMEDIA", and "SERIALS". The sidebar on the left includes links for "ABOUT", "CONTACT", "HELP", and "LOG OUT". The bottom of the page has a footer with copyright information and a "PRINT" button.

Community College Resources:

Top 75 titles and resources for community college libraries.

Internet Resources:

A selection of noteworthy reviews of internet resources.

Editors' Picks:

Select titles that stand out for their excellence, timeliness, originality, or sheer reading pleasure.

Forthcoming Titles:

New publications that support academic curricula and library collections.

Hot Topic:

A selection of current and past reviews supporting an important and timely theme.

WEBINAR PROGRAM

ACRL/Choice webinars are live, 60-minute, interactive programs that offer sponsors the opportunity to engage directly with our audience of 18,000 research and academic librarians, library directors, faculty, and students. The perfect way to generate qualified leads, build brand recognition and put your products in front of commanding buyers.

Choose the program that fits your needs

Present your own program or let us procure expert speakers, build engaging content, manage outreach, and grow your lists. Choose from turnkey or consultative approaches.

Dedicated Promotion

- Two invitation releases to audience reach of 18,000
- Social media
- Seasonal press releases
- Choice Tablet edition promotional page

Qualified Lead Generation

- Averaging 800 registrants per webinar
- Full suite of demographic and analytic reports
- One year of data on archived recording views



Program Rates	
Single session	\$ 8,000
2-3 sessions	\$ 7,500
4-5 sessions	\$ 7,000
6+ sessions	\$ 6,500

"I work at a large research institution and am always looking for creative promotional strategies that can be adapted for our science division. The case study aspect of yesterday's presentation was right on point and VERY helpful."

— **Positioning Your Library Marketing for Success, sponsored by Springer**

"I enjoyed the webinar, and I look forward to sharing content with my faculty and administrators. It is a convenient way to gain knowledge and listen to different perspectives on issues."

— **Reimaging the Academic Library, sponsored by Rowman & Littlefield**

"I'm glad ACRL/Choice is facilitating conversations like this. Thank you!"

— **Text and Data Mining Library Content, sponsored by ProQuest**

"Fabulous webinar...extremely relevant to profession"; "just sent out the link to other colleagues"; "discussed this webinar in a statewide meeting."

— **Making eBooks Functional: Publisher Backing for the Charlotte Initiative, sponsored by Springer Nature**

PRODUCTION SCHEDULE

Issue	Space Close	Material Close		
		Print	Tablet Ad	Online Ad
2016				
September	July 8	July 20	August 1	August 26
October	August 10	August 18	August 30	September 27
November	September 9	September 15	September 30	October 26
December	October 12	October 19	October 31	November 23
2017				
January	November 10	November 16	November 22	December 27
February	December 9	December 19	December 29	January 26
March	January 12	January 19	January 30	February 23
April	February 10	February 17	February 27	March 28
May	March 10	March 20	March 30	April 25
June	April 11	April 19	May 1	May 25
July	May 11	May 18	May 30	June 27
August	June 9	June 19	June 29	July 26

ADVERTISING RATES

Print Rates				
Space	1x	3x	6x	12x
Full Page	\$2,650	\$2,510	\$2,380	\$2,250
Full Page/Color	\$3,825	\$3,685	\$3,555	\$3,425
2 Page Spread	\$4,640	\$4,400	\$4,170	\$3,940
2 Page Spread/Color	\$6,990	\$6,750	\$6,520	\$6,290
½ Page H	\$1,720	\$1,640	\$1,540	\$1,460
½ Page H/Color	\$2,895	\$2,815	\$2,715	\$2,635
½ Page V	\$1,720	\$1,640	\$1,540	\$1,460
½ Page V/Color	\$2,895	\$2,815	\$2,715	\$2,635
¼ Page	\$1,090	\$1,040	\$980	\$920
¼ Page/Color	\$2,265	\$2,215	\$2,155	\$2,095
⅓ Page	\$1,490	\$1,420	\$1,335	\$1,260
⅙ Page	\$620	\$580	\$550	\$520
Cover 2/Color	—	—	\$4,275	\$4,035
Opposite Cover 2/Color	—	—	\$4,215	\$3,985
Cover 3/Color	—	—	\$4,215	\$3,985
Cover 4/Color	—	—	\$4,425	\$4,175

Online Rates (ChoiceReviews.org)				
Online Ad	1x	3x	6x	12x
Leaderboard Banner	\$780	\$825	\$780	\$740
Double Leaderboard	\$925	\$865	\$820	\$780
Square Banner	\$795	\$755	\$715	\$685
Vertical Banner	\$750	\$720	\$680	\$650

Tablet Rates				
Tablet Ad	1x	3x	6x	12x
Static	\$1,000	\$850	\$700	\$550
Interactive	\$1,500	\$1,275	\$1,050	\$825
Custom	\$800	\$680	\$560	\$440

e-Blast Rates				
eBlast	1x	3x	6x	12x
Full List	\$3,860	\$3,635	\$3,420	\$3,255
Targeted List	\$2,860	\$2,635	\$2,420	\$2,255

Newsletter Rates				
Newsletter	1x	3x	6x	12x
Leaderboard banner only	\$880	\$840	\$790	\$750
Leaderboard banner plus Sponsored Content	\$1,130	\$1,090	\$1,040	\$1,000

All rates effective June 1st, 2016



PRINT & DIGITAL SPECS

Print	
Full page or cover	7.25" x 9.25"
½ page vertical	3.5" x 9"
½ page horizontal	7.25" x 4.75"
¼ page	3.5" x 4.75"
⅛ page	3.5" x 2.375"
⅓ page	2.3125" x 9"

- Submit ad as high-res PDF
- Trim size is 8.5" x 11"
- Live area is 7.25" x 9.25"
- Bleed ads should be sized to 8.875" x 11.375"
- Bleed should extend at least 3/16" beyond trim size
- Vital copy (text or images) should be no closer than 3/16" to trim
- Crop marks should be at least 3/16" from any live area
- Define all colors as spot or process; All RGB, LAB, and Index colors must be converted to CMYK, grayscale, or spot color
- All screen graphics should have an effective resolution of 300dpi
- All bitmap graphics (line art) should have an effective resolution of 600 dpi
- Duotones should be created in a photo manipulation program such as Photoshop
- Printing is offset on 45lb white stock, perfect bound
- Covers are 8-point coated cover stock

ChoiceReviews.org	
Leaderboard Banner	728 x 90
Double Leaderboard Banner	728 x 210
Square Banner	250 x 250
Vertical Banner	240 x 400

- Submit as JPG or GIF, max. 30K file with URL
- Avg. imps per month: 145k
- 3 Loops /15 sec animation
- Avg. clicks per month: 150

Tablet	
Static	Hi-res PDF + URLs
Interactive	Your content – Our templates Supply up to 8 images, text, fonts and URLs
Custom	Submit your own creative. 1024 x 768 px, packaged InDesign file, DPS overlays

Newsletters	
Leaderboard banner	728 x 90 px, static JPG or GIF, max. 30K file and URL
Sponsored content	Word document, Image (static JPG or GIF) and URL
Double Leaderboard	560 x 210 px, static JPG or GIF, max. 30K file and URL

eBlasts
HTML with all fonts, images, and links fully embedded and subject line.

- We cannot accept HTML files with embedded JavaScript

ADVERTISING CONTACTS

Pam Marino

Advertising Sales Manager
pmarino@ala-choice.org
860-347-6933 x128

Submit Artwork to

adsales@ala-choice.org

Mark Derks

Digital Media Coordinator
mderks@ala-choice.org
860-347-6933 x102

Choice Advertisers



SPRINGER NATURE

OXFORD
UNIVERSITY PRESS



Terms & Conditions

All advertising is subject to the publisher's approval.

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

Payment in full is required of first-time advertisers at the time reservations are made. Neither the advertiser nor its agency may cancel an advertisement after the reservations deadline listed for each issue. Cancellations must be in writing.