

School Library Monthly

THE MAGAZINE SCHOOL LIBRARIANS USE EVERY DAY

2011/12 ADVERTISING RATES AND SPECIFICATIONS

Reservations and Submission Dates:

ISSUE	RESERVATION	ART DUE	MAIL DATE
September/October	July 1	July 22	August 9
November	August 30	September 22	October 6
December	September 27	October 19	November 4
January	November 2	November 23	December 9
February	December 1	December 22	January 10
March	December 29	January 24	February 9
April	January 31	February 21	March 8
May/June	March 8	March 26	April 10

Rates:

4-COLOR	ONE TIME	SIX+ TIMES
Cover IV	\$1,500	15% Discount
Half Page	\$950	15% Discount
Quarter Page	\$700	15% Discount
2-COLOR or B&W	ONE TIME	THREE+ TIMES
Half Page	\$850	15% Discount
Quarter Page	\$600	15% Discount

Mechanical Requirements:

	Width	x	Height
Full Page	7 1/2"	x	10"
With Bleed	8 5/8"	x	11 1/8" (Magazine trim size: 8 3/8" x 10 7/8")
Half Page	3 5/8"	x	10"
	7 1/2"	x	4 7/8"
Quarter Page	3 5/8"	x	4 7/8"
	7 1/2"	x	2 3/8"

- ▶ High resolution (300 dpi minimum) PDFs preferred. TIFF and EPS may be acceptable.
- ▶ Two-color ads must be set up in two of the four process colors (cyan, magenta, yellow, and black). PMS colors will not be accepted.
- ▶ Minor size and dimension adjustments can be made by prior arrangement. No charge for bleed.
- ▶ Send all art to Debra Goodrich at dagworks@att.net.
- ▶ Any questions, please call Debra Goodrich at 772-464-2237.



LIBRARIES UNLIMITED

Libraries Unlimited/ABC-CLIO • 130 Cremona Drive • Santa Barbara, CA 93117-5505 • (805) 880-6812

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Commission and Terms:

Commission to recognized agencies (no "in-house agencies") - 15% on space provided bill is paid within 30 days.
Net due: 30 days.

Advertising Conditions:

- ▶ All materials, products, and services to be subject to the publisher's approval.
- ▶ The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy in instructions, when such conflict with policies covered by this ad rate card.
- ▶ Ads may not be cancelled after reservation date; contracted ads received after a deadline will be included in the next issue. On advertising contracts, if copy changes and/or new ads are not received before the closing date, the ad from the last issue will be run.
- ▶ The publisher will not be liable for failure for any cause to insert any advertisement. Only cover positions can be guaranteed unless specifically arranged in advance.
- ▶ The publisher will not be liable for circumstances beyond its control which prevent delivery of the magazine after publication. Rates are subject to change without notice, but changes do not affect existing contracts.
- ▶ The advertiser agrees to indemnify and save harmless Libraries Unlimited, its officers, agents, and employees from any claim or action based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of an other person's name or photograph, or any sketch, map, words, labels, trademarks or copyrighted material, or libelous statements, in connection with advertising purchased according to the terms of the rate cards as published by *School Library Monthly*.

Contact:

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