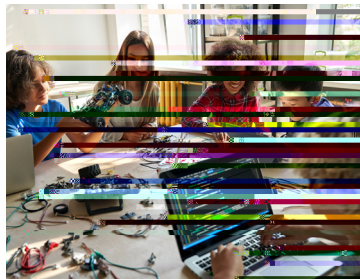




Young Adult Library
Services Association

2023 Media Kit



*Take your message to librarians
and educators who matter*



Reach 3,600+ library staff and administrators who work in teen services by taking advantage of YALSA's affordable advertising opportunities!

Contract & Insertion Order

1. 2. 3. 4.

January

● 4 ● 11 ● 18 ● 25

February

● 1 ● 8 ● 15 ● 22

March

● 1 ● 8 ● 15 ● 22 ● 29

April

● 5 ● 12 ● 19 ● 26

YALSA's Blogs

1. 2. 3. 4.

The mission of the YALSAblog is to provide a virtual space for publishing timely information about emerging and new practices for library services for and with teens, to explore practices in related fields relevant to teen services, to raise awareness about appropriate YALSA tools to facilitate innovation in teen services, and to provide resources for members and the library community to support their efforts to continuously improve their overall teen services program. The YALSAblog had an average of over 6,719 page views each month in 2020.

Visit YALSAblog at yalsa.ala.org/blog

1. 2. 3. 4.	

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All advertising is subject to the publisher's approval. Advertisers and advertising agencies assume liability for all printed advertising content (text and illustrations) and also assume responsibility for any claims against the publisher resulting from that content. Cancellations are not accepted after the closing dates for space reservations.

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within thirty days of the invoice. Non-U.S. advertisers are required to pay in U.S. currency at the time of the initial order.

Advertisers and their agencies have dual liability for payment. Conflicting agreements between advertisers and agencies, even if listed on insertion orders, are superseded by this condition of the American Library Association.

Company _____
Size _____
Rate _____
Purchase Order Number _____
Contract Authorized by (print) _____
Signature _____
Date _____

Advertising Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Bill To (if different) _____
Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Month(s) _____

Month(s) _____

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320 W. Chestnut St., P.O. Box 399
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Young Adult Library Services

Advertisements are placed according to the mechanical production requirements for each issue. Requests for patterned

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Company _____
Size _____
Frequency _____
Rate _____
Placement _____
Purchase Order Number _____
Contract Authorized by (print) _____
Signature _____
Date _____

Advertising Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Bill To (if different) _____
Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

● *Volume 20, no. 3-4*

Reservations: July 5, 2023

Materials: Aug. 2, 2023

● *Volume 21, no. 1-2*

Reservations: July 31, 2023

Materials: Aug. 28, 2023

● *Volume 21, no. 3-4*

Reservations: Dec. 4, 2023

Materials: Oct. 20, 2023

● *Volume 21, no. 1-2*

Reservations: Sept. 1, 2023

Materials: Jan. 11, 2024

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Young Adult Library Services

E-blast

160x600 skyscraper ad

Exclusive opportunity for advertisers to reach YALSA members (4,500+) and YALS subscribers. E-blast is sent out every time a new issue is released.

Pop-up welcome message (interstitial page)

A pop-up welcome message/ad that appears before the issue opens.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

Start page (presentation page)

A start page that appears directly along the left-side of the issue's cover.

Dimensions: 8.375 x 10.875. Files must be delivered as PDF files (PDFX-1a compliant and/or 2400 dpi).

Left Sidebar Widget

A left sidebar that appears alongside the issue. It allows for ads with max dimensions of 120 x 600 (skyscraper), 728x90 (banner), or 160x600 (wide skyscraper).

Files must be delivered as a JPG.

Video Enhancements

Video enhancements can be placed within the digital issue to compliment or enhance existing ad material.

Videos must be supplied via a link (Youtube, Vimeo, etc) or in either MP4, F4V or FLV video format with the following requirements:

- Can be set to auto-play or click to play.
-

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Rate _____
Purchase Order Number _____
Contract Authorized by (print) _____
Signature _____
Date _____

Advertising Contact _____
Company _____
Address _____
City/State/Zip _____
Phone _____
Fax _____
E-mail _____

Bill To (if different) _____
Contact _____
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Volume 20, no. 3-4

- 160 600 s ~~sc ad~~ e ad (e- last)
- P ~~o~~-u ~~o~~ age Sta-t ~~o~~ age
- L ~~o~~ t Side a ~~o~~ Widget
- Vide ~~o~~ E- ~~o~~ t a- ~~o~~ ce- ~~o~~ e- t
Reservations: July 5, 2023
Materials: Aug. 2, 2023

Volume 21, no. 1-2

- 160 600 s ~~sc ad~~ e ad (e- last)
- P ~~o~~-u ~~o~~ age Sta-t ~~o~~ age
- L ~~o~~ t Side a ~~o~~ Widget
- Vide ~~o~~ E- ~~o~~ t a- ~~o~~ ce- ~~o~~ e- t
Reservations: July 31, 2023
Materials: Aug. 2, 2023

Volume 21, no. 3-4

- 160 600 s ~~sc ad~~ e ad (e- last)
- P ~~o~~-u ~~o~~ age Sta-t ~~o~~ age
- L ~~o~~ t Side a ~~o~~ Widget
- Vide ~~o~~ E- ~~o~~ t a- ~~o~~ ce- ~~o~~ e- t
Reservations: Dec. 4, 2023
Materials: Oct. 20, 2023

Volume 22, no. 1-2

- 160 600 s ~~sc ad~~ e ad (e- last)
- P ~~o~~-u ~~o~~ age Sta-t ~~o~~ age
- L ~~o~~ t Side a ~~o~~ Widget
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