Booklist

black and white	1x	3x	6x	11x	16x	22x
1 page	$5,950	$5,712	$5,534	$5,355	$5,177	$5,028
2/3 page	$5,117	$4,912	$4,759	$4,605	$4,452	$4,324
1/2 page island	$4,879	$4,684	$4,537	$4,391	$4,245	$4,123
1/2 page horizontal	$4,159	$3,993	$3,868	$3,743	$3,618	$3,514
1/3 page island	$3,689	$3,541	$3,431	$3,320	$3,209	$3,117
1/3 page horizontal	$3,213	$3,084	$2,988	$2,892	$2,795	$2,715
1/3 page vertical	$3,213	$3,084	$2,988	$2,892	$2,795	$2,715
1/6 page	$1,916	$1,839	$1,782	$1,724	$1,667	$1,619

Book Links quarterly supplement

black and white	1x	3x	6x	11x	16x	22x
1 page	$5,200	$4,992	$4,841	$4,649	$4,399	$4,160
2/3 page	$4,680	$4,493	$4,357	$4,184	$3,959	$3,744
1/2 page island	$4,524	$4,343	$4,212	$4,044	$3,827	$3,619
1/2 page horizontal	$3,120	$2,995	$2,905	$2,789	$2,640	$2,496
1/3 page island	$2,808	$2,696	$2,614	$2,510	$2,376	$2,246
1/3 page horizontal	$2,444	$2,346	$2,275	$2,185	$2,068	$1,955
1/3 page vertical	$2,444	$2,346	$2,275	$2,185	$2,068	$1,955

color surcharge

4-color (process colors only): $3,375

cover rates

II, III, IV, facing cover II, and facing Table of Contents page: special position rates are available. Please contact your ad sales rep.

inserts

Please contact your ad sales rep. For insert mechanical specifications, please consult Cynthia Harden, Advertising Traffic Coordinator: 312.280.2421 or charden@ala.org.

no-charge specified placement

Subject to makeup of individual issues, *Booklist* attempts to place book and media advertising in the appropriate sections.

Advertiser's order must specify the section in which the advertising should be placed.

special positions

A 10% surcharge will be added to the earned rate for guaranteed special positions when available. This includes requests or patterned positioning within the same issue.

frequency and combined rates

Frequency rates are based on the total number of insertions of 1/6-page or more used within a 12-month period. Each page of a two-page spread is considered one insertion. Advertisers may qualify for frequency rates with any combination of advertising placed in issues of *Booklist, Book Links,* and *Booklist Online* within the same 12-month period by submitting a contract specifying planned advertising for the publications within that period.

Contract holders will be given reasonable notice of any increase in rates and will be given the opportunity to cancel contracts at the time the rate change becomes effective.

commissions and payments

Agency commission is 15% of gross for recognized agencies. Manufacturing charges are noncommissionable. There is no cash discount.

First-time advertisers or agencies are required to pay at the time of the initial order. Other accounts are payable within 30 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 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.

submission guidelines 2010

mechanical specifications

space	size in inches (w x d)
1 page (bleed)	8.125" x 10.75"
1 page (no bleed)	7.125" x 9.75"
2/3 page	4.625" x 9.625"
1/2 page island	4.625" x 7.25"
1/2 page horizontal	7" x 4.75"
1/3 page island	4.625" x 4.625"
1/3 page horizontal	7" x 3"
1/3 page vertical	2.25" x 9.625"
1/6 page	2.25" x 4.625"

trim size

7.875" x 10.5", saddle stitch. Bleed, leave .125" each side over trim. Bleed and oversize: no extra charge. Vital matter for single page: 7.125" x 9.75".

charges for alterations and typesetting

Billed to customer, plus $20 handling fee.

ad materials submission guidelines

Advertisements should be submitted as a high-resolution PDF/X-1a file with all Type 1 Postscript fonts embedded, using graphics of 300 dots per inch, and CMYK color system only. Full-page ads should be centered, without crop or registration marks. Advertisements submitted in other formats may be assessed an additional $50 processing charge.

sending materials

E-mail materials to booklistproduction@ala.org. Subject line should include name of advertiser, magazine, and scheduled issue. Submission via FTP also available; contact your ad rep for details.

copy and contract negotiations

All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising.

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. Covers and special positions are noncancelable.

All cancellations must be confirmed in writing.

advertising sales representatives

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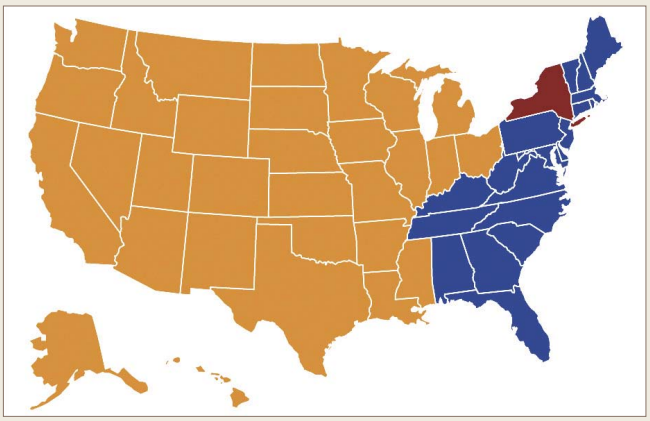

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