



## 2025 Media Kit



*Take your message to librarians  
and educators who matter*

[www.ala.org/yalsa](http://www.ala.org/yalsa)

# Advertising with YALSA



## Printz Panel at LLX Recap

At LLX, we kicked off the start of the Printz Award's twenty-fifth year with a panel of past Printz committee members and chairs. Moderated by Edith Campbell (Printz 2018, *We Are Okay*), the panel featured Heather Love Beverley (Printz 2024, *The Collectors*), Kim Keown Farnsworth (Printz Chair 2020, *Dig*), Rachel Fryd (Printz Chair 2019, *The Poet X*), and Melanie D. Koss (Printz Chair 2017, *March Book Three*).

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Reach 2,100+ library staff and administrators who work in teen services by taking advantage of YALSA's affordable electronic advertising opportunities! Opportunities are available electronically and in print.

Read on to find out how to get your message into YALSA's digital publications, including our e-newsletter and blogs.

# YALSA E-News

## YALSA E-News

YALSA's email newsletter, *YALSA E-News*, brings association news to YALSA's 2,100+ members bi-weekly. *YALSA E-News* gives members the latest YALSA news and updates on book awards and lists, association news, conferences, continuing education, and more. **In 2024, YALSA's E-news had an average unique open rate of 42.84% and a unique click-through rate of 4.47%.**

Learn more at [www.ala.org/yalsa/enews](http://www.ala.org/yalsa/enews)

### Readership

YALSA E-News is read by school librarians, youth services librarians, library staff, educators, and managers in public, middle school, and secondary school libraries, as well as library school students and faculty in library graduate schools.

These professionals are responsible for the selection, acquisition, maintenance, and circulation of books, magazines and newspapers, multimedia materials, and software and hardware. They offer guidance on reading, viewing and listening to teens/tweens and their families, as well as reference services, digital literacy instruction, and more. All readers are members of the Young Adult Library Services Association (YALSA), a division of the American Library Association (ALA).

### Circulation

The newsletter is sent to all YALSA members with a valid email address, with additional "pass-along" distribution by members, who are encouraged to share YALSA E-News with colleagues.

### Issuance

YALSA E-News is distributed on the 1st and 3rd Wednesday of each month. Reservations and ad materials are due by the 25th of the month prior.

### Issue Sponsorship

\$500 per issue

Sponsoring an issue of *YALSA E-News* includes a 600 x 60 top banner ad (JPG or GIF, 72 dpi) and inclusion of logo and 50-word description at the end of the issue.



**600x60**

### Body Advertising Space

	1x	3x	6x
600 x 60 banner at bottom of newsletter	\$300	\$250	\$200

Files should be JPG or GIF, RGB, and no larger than 80K. Please contact Membership and Marketing Specialist, Gavin Damore, at [gdamore@ala.org](mailto:gdamore@ala.org) with mechanical questions.



# Contract & Insertion Order

## Copy and Contract Regulations

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.

## Payment

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.

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Company \_\_\_\_\_  
Size \_\_\_\_\_  
Frequency \_\_\_\_\_  
Rate \_\_\_\_\_  
Purchase Order Number \_\_\_\_\_  
Contract Authorized by (print) \_\_\_\_\_  
Signature \_\_\_\_\_  
Date \_\_\_\_\_

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

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

## Please send completed contract to:

Bill Spilman, Innovative Media Solutions  
320 W. Chestnut St., P.O. Box 399  
Oneida, IL 61467  
phone: (309) 483-6467  
toll-free: 1-877-878-3260  
fax: (309) 483-2371  
e-mail: bill@innovativemediasolutions.com8

## 2025 YALSA E-News

### January

1     15

### February

5     19

### March

5     19

### April

9     23

### May

7     21

### June

4     18

### July

2     16

### August

6     20

### September

3     17

### October

1     15

### November

5     19

### December

3     17

# YALSA's Blogs

## YALSAblog



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.

Visit YALSAblog at [yalsa.ala.org/blog](http://yalsa.ala.org/blog)

## Advertising Space

Size	Rate
300 x 250 boombox	\$250

All rates based on a 30-day run.

## The Hub



The Hub: Your Connection to Teen Collections is YALSA's blog that provides a one-stop-shop for information about all things related to library collections and content curation. New daily content is created by librarians and teens, with a particular focus on what's new and trending. The Hub was nominated for an Edublog Award for best group blog.

Visit The Hub at [www.yalsa.ala.org/thehub](http://www.yalsa.ala.org/thehub)

## Advertising Space

Size	Rate
300 x 250 boombox	\$500

All rates based on a 30-day run.

## Materials and Reservations

- Due on the 20th of the month prior to posting
- Include click-through URL and mouse-over text with instructions.
- Files should be JPG or GIF, RBG, and no larger than 80k. Please contact Membership and Marketing Specialist, Gavin Damore, at [gdamore@ala.org](mailto:gdamore@ala.org)
- Send creative to Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)

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### **YALSAblog**

**300 x 250 Boombox**

**\$250**

**Month(s)** \_\_\_\_\_

### **The Hub**

**300 x 250 Boombox**

**\$500**

**Month(s)** \_\_\_\_\_

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# Dedicated Content Email

Dedicated Content emails are sponsored emails sent to YALSA's 2,100+ members.

E-mails must be designed by the advertiser in HTML format and are accepted at the discretion of YALSA staff.

Dedicated Content emails are limited to one per week, and each email must present different Content - we do not allow duplication of the same Content to be sent to our audience. Content is due to YALSA at least 2 weeks prior to the send date, and YALSA staff will send a test email to you to proof.

Each dedicated content email costs **\$1500** and can be sent any day but Wednesdays. Contact Membership and Marketing Specialist Gavin Damore at [gdamore@ala.org](mailto:gdamore@ala.org) with any questions.

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Company \_\_\_\_\_

Size \_\_\_\_\_

Frequency \_\_\_\_\_

Rate \_\_\_\_\_

Placement \_\_\_\_\_

Purchase Order Number \_\_\_\_\_

Contract Authorized by (print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

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## Dedicated Content Email

Date(s) to Send \_\_\_\_\_

\_\_\_\_\_

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YALSA