



TEACHER LIBRARIAN

The Journal for School Library Professionals, K-12

THE MAGAZINE

Teacher Librarian or **TL**, as the magazine is often called, is one of the largest independent library journals designed specifically for professionals working with children and young adults in school and public libraries.

TL offers timely and relevant feature articles that explore current issues affecting school librarians. Special sections include professional materials in education and librarianship; strategies for better management; information technologies; best books for children and young adults; new non-fiction, video materials, computer software, and Internet resources; perspectives from teacher-librarians, school principals, and administrators, and much more.

Teacher Librarian has built a strong and loyal subscription base, with a readership of over 15,000 spread over the United States, Canada, and abroad. Our readers depend on us for current information and methods, strategies, and technologies.

EDITORIAL LEADERSHIP

Teacher Librarian's editorial content is directed by two recognized educators: David Loertscher, a professor at the School of Library and Information Science at San Jose State University, San Jose, CA; and Elizabeth "Betty" Marcoux, an assistant professor in the Information School at the University of Washington.

WHY THE NAME?

The name "*Teacher Librarian*" closely reflects the journal's focus on the essential role of the school librarian, or "teacher-librarian," as educator, a term that is used consistently to reflect professional education and professional practice.

REVIEWS AND THE REVIEWERS

Adult Books for Older Teens by *Rachelle Lasky Bilz*
Best New Software by *Joanne Troutner*
Graphic Novels by *Joe Sutliff Sanders*
Junior and YA Nonfiction by *Sara Catherine Howard*
Junior Fiction by *Betty Winslow*
Picture Books by *John Peters*
Professional Reading by *David Loertscher*
Web Sites by *Suzanne Myers Harold*
Web Wonders by *Joanne Troutner*
YA Fiction by *Kathleen Odean*

DEPARTMENTS

Advertiser Index
Info Tech by *Annette Lamb* and *Larry Johnson*
Personal Computing by *Reid Goldsborough*
Author Portrait by *Julie Prince*
Primary Voices by *Erlene Bishop Killeen*
What Works by *David Loertscher*

FEATURE ARTICLES

The feature articles in **TL** are the best in the business, written by experts and leaders in the field of library education, and peer reviewed through a blind process. Brief, extensive; serious, humorous; controversial, relevant—all are read and remembered.

ADVISORY BOARD

TL has an internationally recognized panel of leaders in library service for young people. The names and affiliations of the board members are listed in each issue.



2010-11 ADVERTISING INFORMATION AND RATES

CLOSING DATES:

Issue	Space Reservation	Artwork
October 2010	July 27	August 10
December 2010	September 15	October 1
February 2011	November 16	December 1
April 2011	January 15	February 1
June 2011	March 16	April 1

- Inserts: Available on a special quote basis, and may include specified circulation (i.e., Canada only; U.S. only; and Canada and U.S.). Printed inserts can be supplied or prepared on your behalf as could brochures, diskettes, CDs, reply paid cards, etc.
- Cover Art: TL will consider, without obligation, submissions of artwork to use as the cover of **Teacher Librarian** in return for advertising. Terms subject to negotiation.
- Guaranteed Position: Please specify (Add 20% to rate).
- Accredited Full Service Advertising Agency Discount: 15%

ADVERTISING RATES (in U.S. dollars)

	1X	3X	6X	B&W
Full Page	\$1,200	\$1,145	\$1,090	\$900
2/3 pg horizontal/vertical	\$791	\$770	\$750	\$700
1/2 pg horizontal/vertical/island	\$695	\$675	\$655	\$600
1/3 pg horizontal/vertical/island	\$495	\$470	\$450	\$400
1/6 page	\$294	\$274	\$254	\$225

EDITORIAL CALENDAR

Issue	Theme
October 2010	Moving to the Center of Teaching & Learning: <i>Demonstrating It!</i>
December 2010	The Challenge of New Standards: <i>Common Core Standards, etc.</i>
February 2011	Technology & the School Library
April 2011	Best of the Best: <i>2010'S top books, software, audio, etc.</i>
June 2011	Curriculum/Intellectual Freedom

CONTACT

For space reservations or more information, contact:

Justin Wolfe - 800.501.9571 x138
justin.wolfe@theygsgroup.com

FTP LOGIN INFORMATION

host: [ftp.theYGSgroup.com](ftp://ftp.theYGSgroup.com) (Login is case sensitive)
 username: [tlmedia](#) Place files in the "Ad Artwork" folder
 password: [ygsftp](#)



MECHANICAL SPECIFICATIONS

ADVERTISING SIZES AVAILABLE

Size	Width	Depth
Double page spread	15-1/4"	9-1/2"
Full page	7"	9-1/2"
2/3 page vertical	4-5/8"	9-1/2"
2/3 page horizontal	7"	6-3/8"
1/2 page vertical	3-3/8"	9-1/2"
1/2 page island	4-5/8"	7-1/8"
1/3 page horizontal	7"	3-1/8"
1/6 page vertical	2-1/4"	4-5/8"

Printing Process: Web Offset

Bleed: Available on full-page or double-page spreads.

— Safe copy area = 7-5/8" x 10"

— Trim size = 8-3/8" x 10-3/4"

— Bleed - Add 1/8" on all sides.

(Full-page bleed = 8-5/8" x 11").

Binding: Saddle Stitched

Inks: Black, Secondary color (editor's choice), changing each issue, available on request.

Screen: 150 line. Will accept material 133 to 175 line.

PREFERRED MATERIAL

Digital files are accepted for all advertising in the following order of preference:

B/W and CMYK ads only:

1. PDF high resolution (2400 dpi) press-ready file.
2. Photoshop TIFF file "flattened". Resolution of the tiff image must be at least 300 dpi at the finished size. Note: small type (under 12 point) may not reproduce well in this format).

Spot Color, B/W and CMYK ads:

3. Quark Xpress with all support files and fonts PLUS a low-resolution PDF file for proofing
4. Illustrator EPS file with all fonts converted to outlines, all bitmap images (grayscale or CMYK [not RGB]) embedded (not linked) at 300 dpi PLUS a low-resolution PDF file for proofing.

Production costs: Up to 1" of type will be set without charge. Typesetting over that amount or any custom service or repair work will be billed at cost, plus handling, and is not commissionable.

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