

# Catholic Library World

The Official Publication of the Catholic Library Association

Target your audience. Advertise in *CLW*.

Advertising



Rates Effective Jan. 2015



**Catholic Library World is the official publication of the Catholic Library Association.**

Readership is made up of librarians in secular and Catholic libraries in the United States, Canada and abroad. *CLW* reaches over 3,000 librarians working in school, academic, health and medical, and parish libraries. It also is read by those working in archives and religious education resource centers.

Editorial content covers areas of interest to the library professional. Each issue contains four to seven feature articles, news important to the profession and the Association, new product information, calendar of educational opportunities and extensive reviews of books and other media.

Catholic Library World is indexed in Book Review Index, The Catholic Periodical and Literature Index, Library Literature and Information Science, Library and Information Science Abstracts, Reference Book Review Index, CERDIC — Universite des sciences humaines de Strasbourg, and Current Index to Journals in Education (ERIC), Information Science Abstracts (ISA) and EBSCOHost. Microfilm editions are available from National Archive Publishing Company (NAPC).

## Advertising Rates (per ad)

Size	1x	2x	4x
Full Page*	\$ 425	\$ 390	\$ 355
2/3 page	360	330	300
1/2 page	295	265	235
1/3 page	230	210	190
1/6 page	185	165	145

\* Bleed available at no extra charge

## Preferred Space Rates (per ad)

Location	1x	2x	4x
<b>Cover: full-page, full-color</b>			
Back	\$ 1,675	\$ 1,640	\$ 1,605
<b>Inside Covers: black/greyscale*</b>			
Inside Front	925	895	865
Inside Back	875	845	815

\* For four-color printing add \$ 500.

## Inside ads: black/greyscale only

Center Spread	\$ 840
Insert*	660

\* Inserts/bindery rates are negotiated at the time of printing.

## Publication Schedule

Catholic Library World is published quarterly. Volume years begin in September.

Vol. No./ Issue Date	Ad Space Reservation	Materials Due
No. 1 / Sept.	Aug. 10	Aug. 17
No. 2 / Dec.	Nov. 9	Nov. 16
No. 3 / March	Feb. 9	Feb. 16
No. 4 / June	May 11	May 18

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## Mechanical Requirements

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Exact Trim Size	Width	Height
Full Page*	6-7/8"	9-1/2"
Full-page Bleed**	8-1/2"	11"
2/3 page	4-1/2"	9-1/2"
1/2 page	6-7/8"	5
1/3 page horizontal	6-7/8"	3-3/8"
1/3 page vertical	2-1/4"	9-1/2"
1/6 page	2-1/4"	5"
Center spread	17"	11"

\* Fitting within CLW grid, folios will appear at the bottom of the ad.

\*\* Full page bleeds include cover ads.

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## Notes

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- Build artwork to maximum trim size and extend bleeds 1/4 inch on all four sides for bleed ads.
- Safety margin: type and other non-bleed content must clear area by minimum 1/2 inch for full-page bleed ads.
- Page marks: pages should only contain crop marks. Color bars or other marks are not needed.
- Artwork can be prepared by CLW according to advertiser's specifications for an additional fee.

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## Artwork Requirements

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### Digital Artwork Preferred Formats

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- PDF files are preferred.
- EPS (Illustrator CS3 compatible), TIF, and Mac Quark 7 files are acceptable.
- Fonts: Use stylized fonts; do not apply style attributes to basic fonts. Enclose screen and printer fonts used with Quark. For vector EPS files, fonts should be embedded or converted to outlines.
- PDF files must be high resolution, 450 dpi or greater. Black and white ads must be in black only and color ads must be in CMYK mode. Fonts must be embedded. Images/scans must be in CMYK mode, not RGB mode, and must be 450 dpi.
- Colors must be in CMYK mode, no spot colors. Four-color solids should not exceed SWOP density of 300%.

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### Contact Information

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#### Advertising questions and reservations:

Anna LeMaire  
Catholic Library World  
tel: 337-344-6594  
fax: 337-991-0435  
e-mail: alemaire@cox.net

#### Final artwork or questions about artwork requirements:

Mary Kay Wolf  
Wolf Design, Inc.  
tel: 630-863-9653  
e-mail: wolf6259@comcast.net

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## Restrictions

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- The publisher reserves the right to decline advertising that is considered inappropriate.
- Cancellations are not accepted after the reservation date.
- Contracts for rates accepted for a twelve month period.
- Rates are subject to change with a 30-day prior notification.
- Advertisements are accepted and published on the consideration that the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits based on the contents or subject matter of the advertisements.

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## Annual Convention Program

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The Catholic Library Association Convention is held each year in conjunction with the National Catholic Educational Association Convention (NCEA).

Information on advertising in the NCEA/CLA convention program can be found at [www.ncea.org](http://www.ncea.org).



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