

Catholic Library World

The Official Publication of the Catholic Library Association

Target your audience. Advertise in *CLW*.

Advertising



Rates Effective Feb. 2020



Catholic Library World (CLW) 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 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 feature articles, news important to the profession and the Association, and more than one hundred extensive reviews of books and other media.

CLW is indexed in *Book Review Index*; *Children's Literature Comprehensive Database*; *ERIC*; *Library & Information Science Source*; *Library Literature & Information Science Full Text (H.W. Wilson)*; *Library, Information Science & Technology Abstracts (LISTA)*; *MLA International Bibliography*; *ProQuest Library & Information Science Collection*; *ProQuest Central*; and *ProQuest Social Science Premium Collection*. Microfilm editions are available from National Archive Publishing Company (NAPC).

Advertising Rates (per ad)

Size	1x	2x	3x
Full Page*	\$ 325	\$ 300	\$ 250
2/3 page	275	250	225
1/2 page	225	200	175
1/3 page	175	150	125
1/6 page	150	125	100

* Bleed available at no extra charge

Preferred Space Rates (per ad)

Location	1x	2x	3x
Back Cover: full-page, full-color			
Back Cover	\$ 1,250	\$ 1,225	\$ 1,200
Inside Covers: black/greyscale*			
Inside Front Cover	700	675	650
Inside Back Cover	650	625	600

* For four-color printing add \$ 500.

Inside ads: black/greyscale only

Center Spread	\$ 625
Insert*	500

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

Publication Schedule

CLW is published three times per year. Volume years begin in September.

Vol. No./ Issue Date	Ad Space Reservation	Materials Due
No. 1 / Sept.	Aug. 1	Aug. 5
No. 2 / Dec.	Nov. 1	Nov. 10
No. 3 / March	Feb. 1	Feb. 10

Mechanical Requirements

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.

Notes

- Build artwork to maximum trim size and extend artwork 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, and are prohibited for black and white inside ads.
- Artwork can be prepared by *CLW*'s graphic designer according to advertiser's specifications for an additional fee.

Artwork Requirements

Digital Artwork Preferred Formats

- PDF files are preferred.
- EPS, Adobe InDesign, and high-res jpgs and TIF files are acceptable.
- Fonts: Use stylized fonts; do not apply style attributes to basic fonts. For vector EPS files, fonts should be embedded or converted to outlines.
- All ads must be high resolution, 300 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 at least 300 dpi.
- Colors must be in CMYK mode, no spot colors. Four-color solids should not exceed SWOP density of 300%.
- Ad artwork should be sent electronically to the e-mails below.

Contact Information

Advertising questions and reservations:

Catholic Library Association
tel: 225-408-4417
e-mail: cla2@cathla.org

Final artwork or questions about artwork requirements:

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

Restrictions

- The publisher reserves the right to decline advertising that is considered inappropriate.
- Cancellations are not accepted after the reservation date.
- Contracts for rates are 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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