Advertising Guidelines

For publication in *Library Leadership & Management*

**Readership**

*Library Leadership & Management* is read by library directors, managers, and executives in all types of libraries, with approximately 40% of the readership being from public libraries and 48% being from academic libraries. Additionally, the magazine counts among its readership a wide range of allied professionals—architects, development officers, consultants, facilities managers, and public relations specialists—who work with and for libraries. Nearly 80% of the readers are employed at the supervisory level or higher and make major purchases in the areas of personnel management, circulation services, library and management information systems, security systems, library furnishings, public relations, fund raising, and new facilities planning and renovation.

In addition to holding membership in the American Library Association, the majority of readers also are members of the Library Leadership and Management Association (LLAMA), one of the eleven divisions of the American Library Association. The journal is open access and accessible to anyone online and discoverable by search engines. Being Open Access, it averages over 2500 article requests per month with closer to 4500 article requests when a new issue is released. During 2011, the journal had over 36,000 articles accessed by readers.

**Editorial Focus**

*Library Leadership & Management* is a quarterly journal with a hybrid model that contains both quality, practical articles written for managers by managers, outlining the latest trends and issues in library management in addition to peer-reviewed articles that extend scholarship in librarianship. It also contains shorter pragmatic pieces to help supervisors and managers with daily challenges and several regular features, such as reflective columns from leading authors in the field.

Current contents and past indexes for *Library Leadership & Management* may be consulted at [https://journals.tdl.org/llm/issue/archive](https://journals.tdl.org/llm/issue/archive)

**Issuance and Closing Dates**

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Placement

Graphics can be placed above the fold on the main page (indicated by the LLAMA graphic on the screenshot below) or in the sidebar to the right.

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.

**Copy and Contract Regulations**

All advertising is subject to publisher’s approval. Advertisers and advertising agencies assume liability for all printed advertising content (text and illustrations) and also assume responsibility for any resulting claims against the publisher resulting from that content. Cancellations are not accepted after the closing dates for space reservations. Covers and special positions are non-cancellable. All cancellations must be confirmed in writing.

**For Page Rates and Specifications, contact:**

Please indicate “LLM advertising” in subject line.

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