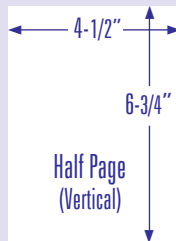
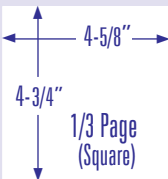
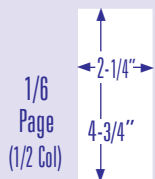
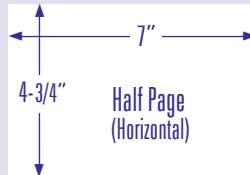
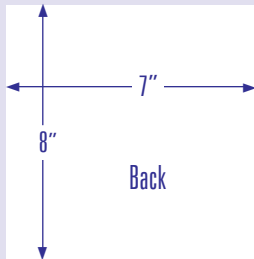
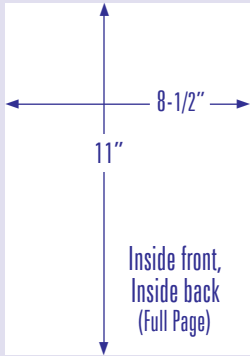
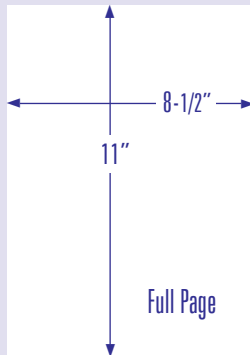
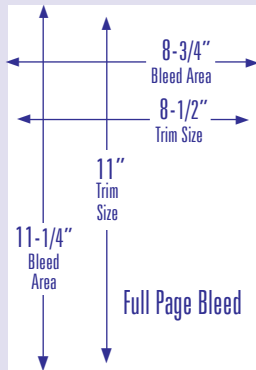


## AD DIMENSIONS



### Closing and Publication Dates

#### January-February 2009

Reservations: November 26, 2008  
Materials: December 3, 2008  
Publication: January 7, 2009

#### March-April 2009

Reservations: January 21, 2009  
Materials: February 4, 2009  
Publication: March 4, 2009

#### May-June 2009

Reservations: March 25, 2009  
Materials: April 1, 2009  
Publication: May 6, 2009

#### July-August 2009

Reservations: May 27, 2009  
Materials: June 3, 2009  
Publication: July 1, 2009

#### September-October 2009

Reservations: July 29, 2009  
Materials: August 5, 2009  
Publication: September 2, 2009

#### November-December 2009

Reservations: September 23, 2009  
Materials: October 7, 2009  
Publication: November 4, 2009

#### January-February 2010

Reservations: November 25, 2009  
Materials: December 2, 2009  
Publication: January 6, 2010

### Inquiries and Insertion Orders to:

**Video Librarian Advertising**  
8705 Honeycomb Ct. NW  
Seabeck, Washington 98380  
Phone: 800/265-7965  
Fax: 360/830-9346

### E-mail Address:

[adsvl@videoliberalian.com](mailto:adsvl@videoliberalian.com)

# Video Librarian

2009

Advertising Rates  
And Specifications

The  
Video  
Review  
Magazine  
for  
Libraries

# Video Librarian



*Video Librarian* is the only comprehensive DVD/Blu-ray review and news magazine aimed at the public, school, academic, and special library markets. Each issue contains over 200 critical reviews of special-interest, documentary, and theatrical DVD/Blu-ray releases, as well as product announcements

and news. Widely praised by librarians and library periodicals alike, *Video Librarian* is virtually the only targeted video publication that goes directly into the hands of the media buyer.

## Why Advertise in Video Librarian?

In a survey, over 85% of *Video Librarian* reader respondents said they found the ads in *Video Librarian* useful in making purchase decisions!

**Targeted Marketing** • No other library publication goes directly to the media buyer. Library periodicals are generally routed to adult selection, children's, reference, and serial librarians within the main library and then throughout the system. *Video Librarian*, on the other hand, does not make the rounds through as many as 10 or more other materials selection librarians but is sent directly to the video librarian.

**Best Rates** • No other major library publication offers rates as low as *Video Librarian*'s. In fact, a year's worth of advertising in our magazine is *substantially* lower than what you would find in other major library periodicals.

**Respected Source** • Called "the best single all-around source of video information available" (*Public Libraries*), *Video Librarian* has been the review publication of choice among librarians for over 20 years.

## 2009 ADVERTISING RATES

BLACK & WHITE RATES	SIZE (Width x Height)	1x	2x	4x	6x
FULL PAGE	8-1/2"x 11"	\$950	\$875	\$825	\$775
2/3 PAGE (2 Columns)	4-5/8"x 9-3/4"	750	725	675	625
1/2 PAGE (Horizontal)	7"x 4-3/4"	625	575	525	475
1/2 PAGE (Vertical)	4-1/2"x 6-3/4"	625	575	525	475
1/3 PAGE (Square)	4-5/8"x 4-3/4"	450	425	375	350
1/3 PAGE (1 Column)	2-1/4"x 9-3/4"	450	425	375	350
1/6 PAGE (1/2 Column)	2-1/4"x 4-3/4"	300	250	225	200
<b>Covers 2-3-4 / Full Color included in price</b>					
Inside front, inside back	8-1/2"x 11"	1550	1450	1400	1350
Back	7"x 8"	1650	1550	1500	1450
<b>COLOR ~ Additional \$350 per AD</b>					

**Heavy Sampling** • *Video Librarian* continues to send out lots of sample issues, and maintains a strong presence at library conferences, such as the American Library Association and the Public Library Association conferences.

## Video Librarian Plus!

Advertisers who sign up for 6X contracts receive the best price on space advertising in the magazine, as well as a 25-word description of their company and a web link on our *Video Librarian Plus!* web site (a paid subscriber-based database). That's 33% off a single insertion price for print magazine ads, and focus on our web site for 365 days a year at no extra charge!

Advertising in *Video Librarian* often sells out prior to reservation date. Call 800/265-7965 and reserve your space today!

**General Information** Submit ad files by exporting or printing to a PDF/X1a file and e-mail file to: [adsvl@videoliberalian.com](mailto:adsvl@videoliberalian.com). For large files, please contact [adsvl@videoliberalian.com](mailto:adsvl@videoliberalian.com) for FTP upload instructions. All ads are subject to Publisher's approval. Cancellations cannot be accepted after space reservation closing date.

### Mechanical Specifications

**Printing**—offset, coated stock  
**Binding**—saddle-stitched; trim size 8-1/2"x 11"  
**Resolution**—300 dpi, **Color**—CMYK or Grayscale (no RGB)  
**Bleeds**—only on covers and full page ads; add 1/8" to trim size all around.  
**Color and Black & White Ads**—e-mailed or FTP-sent ads must be accompanied by ad proof or PDF. Please include linked graphics, and screen and printer fonts.

**Typesetting/Design** Available at additional cost.

**Payment Terms** Net 30. Overdue invoices are subject to a service charge.