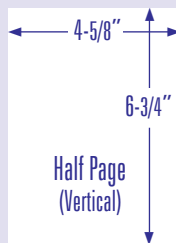
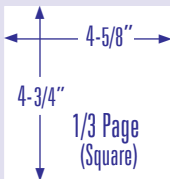
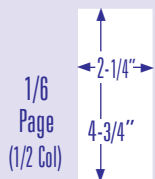
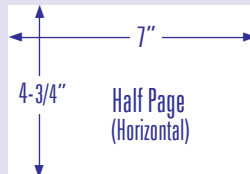
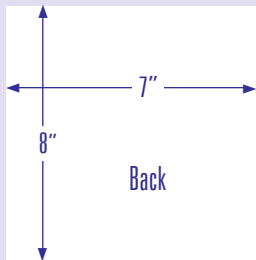
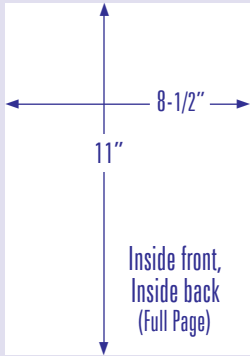
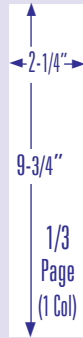
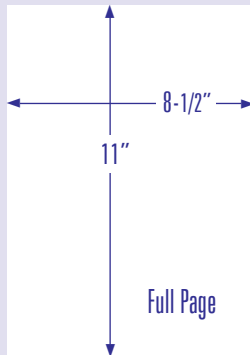
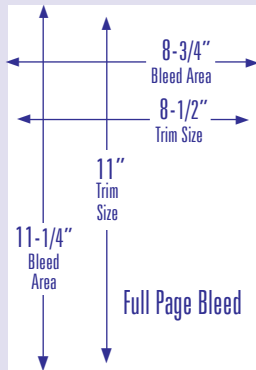


AD DIMENSIONS



Closing and Publication Dates

January-February 2012

Reservations: November 23, 2011
Materials: December 7, 2011
Publication: January 4, 2012

March-April 2012

Reservations: January 18, 2012
Materials: February 1, 2012
Publication: March 1, 2012

May-June 2012

Reservations: March 21, 2012
Materials: April 4, 2012
Publication: May 2, 2012

July-August 2012

Reservations: May 23, 2012
Materials: June 6, 2012
Publication: July 5, 2012

September-October 2012

Reservations: July 25, 2012
Materials: August 2, 2012
Publication: September 5, 2012

November-December 2012

Reservations: September 19, 2012
Materials: October 3, 2012
Publication: November 7, 2012

January-February 2013

Reservations: November 21, 2012
Materials: December 5, 2012
Publication: January 2, 2013

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

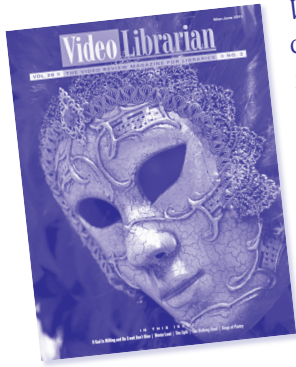
Video Librarian

2012

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 25 years.

2012 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)	4-5/8"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
Covers 2-3-4 / Full Color included in price					
Inside front, inside back	8-1/2"x 11"	1550	1450	1400	1350
Back	7"x 8"	1650	1550	1500	1450
★ ★ ★ For COLOR, please add an additional \$350 per AD ★ ★ ★					

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. For large files, please contact 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.