

**INTERNATIONAL  
LITERACY  
ASSOCIATION**

# **MEDIA GUIDE**

**2016–2017**

**Spread Literacy to Every Corner of the Globe**



## **ILA is a global organization. Literacy is our cause, our passion, and our reason for being.**

We publish cutting-edge research on literacy and translate this research into high-quality resources for educators, students, and leaders involved in spreading literacy all across the world. Armed with the deep understanding of the history of reading, literacy research, and education, we advocate for teachers' and students' needs and set the standards for how literacy is taught and evaluated.

Our team, our members, and our worldwide community of literacy practitioners eat, sleep, and breathe literacy. Why? Because every day we see the power of literacy to change people's lives: to help them develop their knowledge and potential, to earn their livelihood, to participate fully in their community and wider society, and to enjoy continuous learning and the fullness it brings to their lives.

### **MISSION**

**We have one goal:  
Literacy for all.**

By supporting ILA, your organization will become part of the global literacy revolution and reach a group of individuals who are committed to changing the world through literacy.

### **OUR VISION RESONATES WITH**

- Educators (classroom teachers, reading specialists, higher education faculty members, librarians)
- Administrators
- School and Government Leaders
- Champions (everyone who believes in the power of literacy)
- Students
- Tutors
- Parents
- Consultants



ILA's conference is the yearly destination where literacy educators go for classroom inspiration, professional development and networking opportunities, and the tools they need to put their inspiration into action. This stellar event is a must-attend for literacy leaders—from educators to administrators—and a great way to generate qualified leads that will last throughout the year.

## Program

The ILA 2017 Conference Program is a resource that is used by attendees at conference and long afterward. This helpful guide delivers invaluable branding and promotional opportunities. Based on your specific goals, ads could promote your special events taking place at the conference or drive traffic to your booth.

## ILA Coupon Booklet

The ILA Coupon Booklet is the perfect tool to inform ILA 2017 Conference-goers about deals and special offers in the Exhibit Hall. Capture the attention of all attendees—who will refer to this booklet again and again throughout the conference—with a cover ad or double-sided, perforated coupon to announce contests, giveaways, or discounts at your ILA 2017 booth!

### CONFERENCE ATTENDEE PROFILE

#### WHO ARE ILA ATTENDEES?

Classroom teachers, reading specialists, librarians, college/university administrators and faculty, and school administrators and supervisors

**73%** participate in budget management

**73%** are involved in purchasing at the school level and 51% at the district level

Attendees average **4+ hours** in the Exhibit Hall learning about products and making purchases

## Tote Bag Inserts

Get the most bang for your buck with an ILA 2017 Conference Tote Bag Insert! Whether you create a conference-specific campaign or distribute a current brochure, you can guarantee that your promotional piece reaches all conference attendees. Use this limited opportunity to promote a session or drive traffic to your booth for a demonstration or author signing. The messaging possibilities are endless!

## Mobile App

Last year the mobile app was once again one of the most highly valued conference products. This year the app will again feature banner ad spaces with landing pages. These spaces will not last long. Reserve early! This opportunity is limited to just five advertisements available on a first-come, first-served basis.

### SPONSORSHIP AND EXHIBITOR INFORMATION

For more information about ILA 2017  
Sponsorship, contact

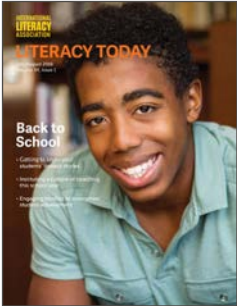
Lisa Appiarius: 518.399.7181  
lisaa@sswmeetings.com

For more information about ILA 2017  
Exhibits, contact

Clavel Jones: 302.731.3482  
cjones@reading.org

Advertise on *Literacy Daily!*  
Go to [literacyworldwide.org/blog](http://literacyworldwide.org/blog)  
to check out the latest blog post.

## Literacy Today



ILA's bimonthly magazine reaches individual and institutional subscribers and is the leading source of information for literacy educators on trends in the classroom and resources that support instructional goals. Your ad will be positioned aside timely editorial content addressing the latest classroom, administrative, and curriculum issues. **URLs and e-mail**

**addresses in ads will be linked to your website and contacts.**

### SPECIAL FEATURES

- July/August 2016: [Back to School](#)
- September/October 2016: [30 Under 30/Literacy Leadership](#)
- November/December 2016: [Digital Literacies](#)
- January/February 2017: [What's Hot/Trends in Literacy](#)
- March/April 2017: [ILA 2017 Conference/Conference Preview](#)
- May/June 2017: [Children's Literature](#)  
(This issue will be distributed at ILA 2017.)

### PURCHASING POWER

**61%** of readers take action on ads they see in *Literacy Today*

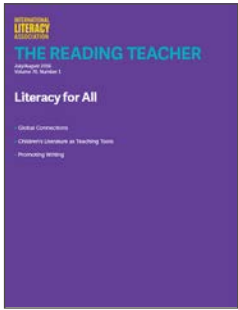
**67%** of readers are involved in purchasing at the school level

**66%** of readers share their copy with an average of five others

**Circulation: 41,000+**

Mails bimonthly and is available in a digital format online with active hyperlinks in ads

## The Reading Teacher



Reach literacy educators of students up to age 12 through the #1 journal for reading professionals! Educators of younger children rely on *RT*'s indispensable editorial features that translate to greater value for readers. These features include **Teacher's Toolbox** (tips for teaching and classroom management), **View From the Chalkboard** (essays by elementary school teachers), and **Take Action!**

(a tool to help teachers use article content in their classrooms).

Get more information about *The Reading Teacher* at [literacyworldwide.org/rt](http://literacyworldwide.org/rt).

### READERSHIP\*

#### Level of assignment:

- 78% school-based
- 75% pre-K–6
- 6% middle and high school
- 12% higher education

\*Sources: Zeldis Research Associates—ILA Member Survey, February 2009; ILA Monthly Member Statistics, February 2011

#### Circulation: 20,000+

Publishes 6 times per year (July–May)

## Journal of Adolescent & Adult Literacy



Reach educators of students ages 12 and older through this unique journal! *JAAL* is the only peer-reviewed professional journal to focus exclusively on literacy education for adolescents and adults. The journal provides an ideal editorial environment for products, services, and publications that support innovative, effective instruction for learners at the secondary level and beyond.

Get more information about the *Journal of Adolescent & Adult Literacy* at [literacyworldwide.org/jaal](http://literacyworldwide.org/jaal).

### READERSHIP\*

#### Level of assignment:

- 66% school-based
- 16% pre-K–6
- 45% middle and high school
- 22% higher education

\*Sources: Zeldis Research Associates—ILA Member Survey, February 2009; ILA Monthly Member Statistics, February 2011

#### Circulation: 7,500+

Publishes 6 times per year (July–May)

## Reading Research Quarterly



The demand for research-based reading instruction has put reading research front and center in the education community. Reach educators committed to scholarship on literacy among learners of all ages. These literacy professionals refer to the peer-reviewed articles in *RRQ* again and again to stay current with the knowledge base, to shape instructional practice, and to cite in their work.

Get more information about *Reading Research Quarterly* at [literacyworldwide.org/rrq](http://literacyworldwide.org/rrq).

### READERSHIP\*

#### Level of assignment:

- 60% school-based
- 46% pre-K–6
- 14% middle and high school
- 28% higher education

\*Sources: Zeldis Research Associates—ILA Member Survey, February 2009; ILA Monthly Member Statistics, February 2011

#### Circulation: 7,000+

Publishes 4 times per year (January–December)

ILA digital ads are a  
great complement to  
your ILA print ad!

## Literacy Daily Blog

ILA's very own daily blog, *Literacy Daily* features articles on News & Events, Literacy Research, Digital Literacies, The Engaging Classroom, and Children's and Young Adult Literature. Promote your latest products, services, and events to countless literacy professionals worldwide. For just a few dollars per day you'll maximize your digital advertising spend with an ad on the *LD* blog!

## WOL ILA Journal Webpages

The Wiley Online Library journal pages house all of the ILA journals in digital format. ILA members who access their journals online visit these pages numerous times per month to view and download the articles. With over 200,000 pageviews per month combined, an ad on any of the WOL ILA journal pages is sure to maximize your ROI!

## List Rental

Want to market to ILA members and contacts? ILA's list rental services are managed by Rickard Squared.

Contact: Jennifer Rickard  
631.249.8710  
jrickard@rickard2.com

## RESERVE YOUR 2016–2017 SPACE NOW!

For more information and to make reservations, contact:

Megan Ferguson | Marketing Associate | mferguson@reading.org | 302.731.3831

<b>LITERACY TODAY MAGAZINE</b> Circulation: 41,000+							
Four Color:				Black and White:			
	1x	3x	6x		1x	3x	6x
Cover 2	\$6,500	\$6,000	\$5,500	Full Page	\$4,150	\$3,750	\$3,500
Cover 3	\$6,500	\$6,000	\$5,500	1/2 Page	\$3,000	\$2,800	\$2,650
Cover 4	\$6,850	\$6,300	\$5,750	1/3 Page	\$2,500	\$2,250	\$2,050
Full Page	\$6,000	\$5,500	\$5,000	1/4 Page	\$2,000	\$1,850	\$1,720
1/2 Page	\$3,750	\$3,500	\$3,250				
1/3 Page	\$3,000	\$2,800	\$2,650				
1/4 Page	\$2,500	\$2,250	\$2,000				

<b>THE READING TEACHER</b>			
Circulation: 20,000+			
Four Color:			
	1x	3x	6x
Cover 2	\$5,250	\$4,750	\$4,350
Cover 3	\$5,250	\$4,750	\$4,350
Cover 4	\$5,500	\$5,000	\$4,600
Full Page	\$4,800	\$4,450	\$4,050
1/2 Page	\$3,100	\$2,900	\$2,750
Black and White:			
	1x	3x	6x
Full Page	\$2,500	\$2,300	\$2,150
1/2 Page	\$1,800	\$1,650	\$1,550
1/4 Page	\$1,300	\$1,200	\$1,150

<b>JOURNAL OF ADOLESCENT &amp; ADULT LITERACY</b>			
Circulation: 7,500+			
Four Color:			
	1x	3x	6x
Cover 2	\$2,050	\$1,850	\$1,650
Cover 3	\$2,050	\$1,850	\$1,650
Cover 4	\$2,250	\$2,000	\$1,750
Full Page	\$1,850	\$1,700	\$1,550
1/2 Page	\$1,250	\$1,150	\$1,075
Black and White:			
	1x	3x	6x
Full Page	\$1,100	\$1,000	\$950
1/2 Page	\$750	\$725	\$700
1/4 Page	\$600	\$575	\$550

<b>READING RESEARCH QUARTERLY</b>		
Circulation: 7,000+		
Four Color:		
	1x	4x
Cover 2	\$600	\$450
Cover 3	\$600	\$450
Cover 4	\$700	\$550
Black and White:		
	1x	4x
Full Page	\$450	\$400
1/2 Page	\$375	\$325

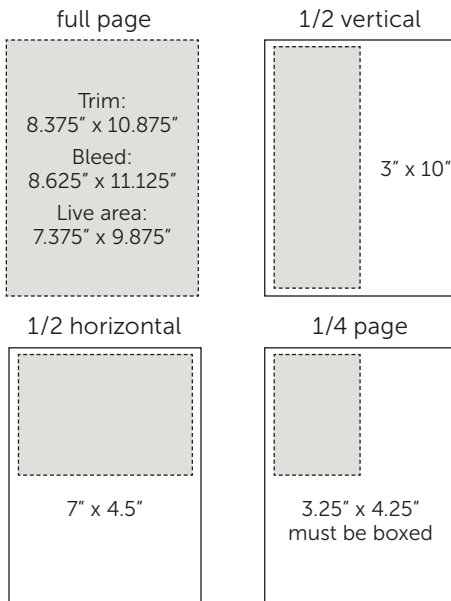
<b>2017 CONFERENCE OPPORTUNITIES</b>			
Program Circulation: 6,000+ (includes exhibitors)			
Four Color:		Black and White:	
Cover 2	\$6,000	Spread	\$3,750
Cover 3	\$6,000	Full Page	\$2,250
Cover 4	\$7,000	1/2 Page	\$1,750
Spread	\$7,500	1/4 Page	\$1,000
Tab	\$5,400		
Premium Page	\$4,300		
Full Page	\$4,100		
1/2 Page	\$3,000		
ILA Coupon Booklet Circulation: 5,000			
Four Color:		Black and White:	
Cover 2	\$1,700	Coupons	\$1,500
Cover 3	\$1,700		
Cover 4	\$2,100		
All Covers	\$4,750		
Tote Bag Insert Circulation: 6,000+ (includes exhibitors)			
\$4,000			

<b>WEBSITE ADVERTISING</b>			
	1 month	3 months	6 months
<i>Literacy Daily</i> Homepage (280x280px)	\$800	\$725	\$650
<i>Literacy Daily</i> Button (280x280px)	\$800	\$725	\$650
<i>Literacy Daily</i> Skyscraper (280x589px AND 446x212px)	\$900	\$825	\$750
RT Skyscraper (160x320px)	\$1,200	\$1,125	\$1,050
JAAL Skyscraper (160x320px)	\$800	\$725	\$650
RRQ Skyscraper (160x320px)	\$800	\$725	\$650



## ILA Journals

### DIMENSIONS



NOTE: Bleeds accepted only on full page ads

### DEADLINES: RT AND JAAL

Publication Month	Reservations Due	Materials Due
Jul/Aug 2016	5/13/16	5/20/16
Sept/Oct 2016	7/18/16	7/25/16
Nov/Dec 2016	9/15/16	9/22/16
Jan/Feb 2017	11/4/16	11/11/16
Mar/Apr 2017	1/5/17	1/12/17
May/June 2017	3/17/17	3/24/17

### DEADLINES: RRQ

Publication Month	Reservations Due	Materials Due
Jul/Aug/Sept 2016	5/11/16	5/18/16
Oct/Nov/Dec 2016	8/11/16	8/18/16
Jan/Feb/Mar 2017	11/7/16	11/14/16
Apr/May/June 2017	2/15/17	2/22/17

### PRODUCTION REQUIREMENTS

#### BLEEDS:

- Full page bleed size is 8.625" W x 11.125" H for single page, live area 7.375" W x 9.875" H; 17¼" W x 11.125" H for two-page spread. No live matter in the 0.75" area in the center of the spread to allow for perfect binding. No critical type within 0.5" of outside edges.

#### PRINTING:

- Offset printing, perfect binding.
- Screen: 120 for black and white ads. 133 for four-color ads.

#### DOCUMENT SETUP:

- Use QuarkXPress or InDesign for ad layouts.
- Illustrator—outline all fonts, flatten transparencies, embed all elements (no links).

#### FILE FORMAT:

- PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3. All high-resolution images and fonts must be embedded.
- Grayscale and color images, 300 dpi; combination of grayscale and color images, 500–900 dpi; line art (bitmap) images, 900–1200 dpi.
- Supply as single-page files only, right reading, portrait mode, 100% size, no rotation. Create to the trim of the journal plus a minimum 0.125" bleed on all sides.
- Keep live matter 0.5" from trim edges.
- Crop marks must be included. Position 0.5" outside trim.
- Reverse type should be no less than 6 point. Fine lettering (thin lines, serifs) should be restricted to one color.

#### COLOR SPACE:

- All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 240% for the darkest area of an image.
- Do not embed ICC profiles within images.

#### PROOFS:

- All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contact color proof, which includes a SWOP proofing bar.

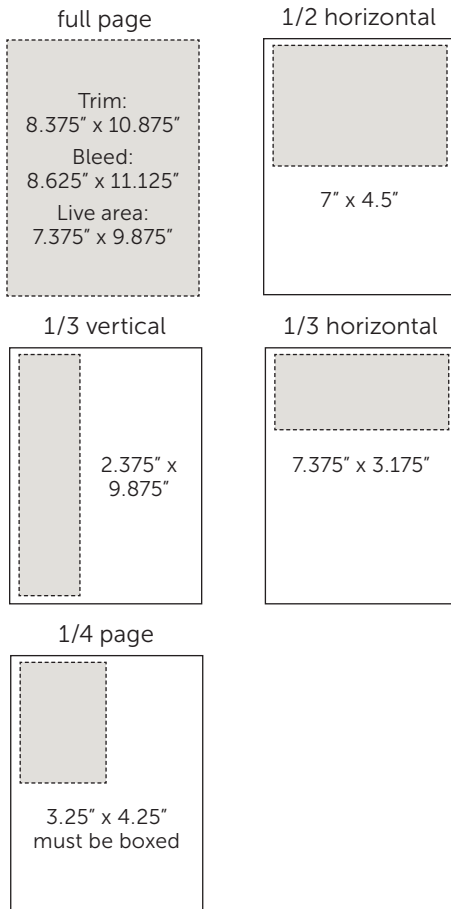
#### SUBMITTING AD MATERIALS:

- E-mail a press-ready PDF to [advertising@reading.org](mailto:advertising@reading.org).
- Upload a press-ready PDF to ILA's FTP site. For instructions, send an e-mail to [advertising@reading.org](mailto:advertising@reading.org).

**ILA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.**

## Literacy Today

### DIMENSIONS



NOTE: Bleeds accepted only on full page ads

## Website

### PRODUCTION REQUIREMENTS

JPEG, GIF, or PNG file.  
Minimum 72 pixels per inch.  
Animated .GIFs are accepted.

### DEADLINES

Online ads must be received by the last Monday of the month preceding the ad posting. Visitors who click on your ad will be taken to the link you provide.

### PRODUCTION REQUIREMENTS

#### TRIM SIZE:

- Full page 8.375" W x 10.875" H.

#### PRINTING:

- 50# Gloss Text #5 sheet.

#### SCREEN:

- No additional screen settings should be applied to any image. Press is set at 150 lpi.

#### DOCUMENT SETUP:

- PDF, at least 150 dpi (including images and logos).

#### FILE FORMAT:

- PDF/X1a.

#### COLOR SPACE:

- There should be no ICC profiles attached to any bitmap image. Press prints at SWOP standards.

#### AD/EDITORIAL RATIO:

- ILA must adhere to an established ad/editorial ratio. Ads are placed on a first-come basis, so please reserve early.

#### SUBMITTING AD MATERIALS:

- E-mail a press-ready PDF to [advertising@reading.org](mailto:advertising@reading.org).
- Upload a press-ready PDF to ILA's FTP site. For instructions, send an e-mail to [advertising@reading.org](mailto:advertising@reading.org).

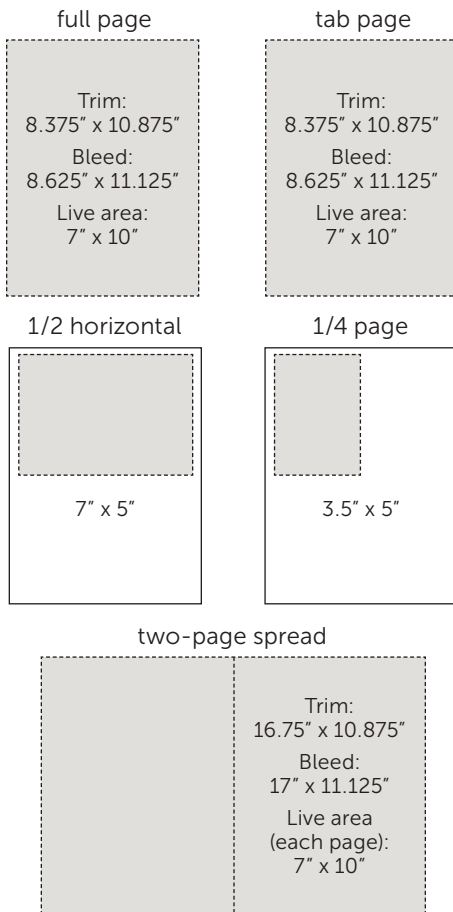
ILA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

### DEADLINES

Publication Month	Reservations Due	Materials Due
Jul/Aug 2016	5/18/16	6/1/16
Sept/Oct 2016	7/20/16	8/3/16
Nov/Dec 2016	9/19/16	10/3/16
Jan/Feb 2017	11/17/16	12/1/16
Mar/Apr 2017	1/18/17	2/1/17
May/June 2017	3/17/17	4/3/17

## Conference Program

### DIMENSIONS



NOTE: Bleeds accepted only on full page ads

### PRODUCTION REQUIREMENTS

#### FILE FORMAT:

- PDF/X-1a files plus native files required for all ads. View specifications at [www.swop.org](http://www.swop.org) or [www.adobe.com](http://www.adobe.com).
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12pt offset).
- Only one ad per PDF document. (Submit spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

#### DOCUMENT SETUP:

- QuarkXPress or Adobe InDesign should be used for ad layouts.
- Illustrator—outline all fonts, flatten transparencies, embed all elements (no links).

#### COLOR SPACE:

- All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 240% for the darkest area of an image.
- No rich black. Ensure all text and black elements are created as 100% black only.

#### PROOFS:

- All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. All color ads require a SWOP certified contact color proof, which includes a SWOP proofing bar.

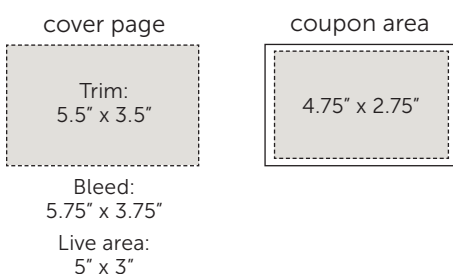
#### SUBMITTING AD MATERIALS:

- E-mail a press-ready PDF to [advertising@reading.org](mailto:advertising@reading.org).
- Upload a press-ready PDF to ILA's FTP site. For instructions, send an e-mail to [advertising@reading.org](mailto:advertising@reading.org).
- Mail a press-ready PDF on a CD, along with a proof to Advertising Department, International Literacy Association, 800 Barksdale Road, Newark, DE 19711-3204, USA.

ILA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

## ILA Coupon Booklet

### DIMENSIONS



### DEADLINES

Publication Month	Reservations Due	Materials Due
Jul 2017	4/14/17	4/28/17

Read more about ILA Conference & Exhibits at [ilaconference.org](http://ilaconference.org)

## Content

Advertising should not conflict with the mission and goals of the International Literacy Association. Ads for *Reading Research Quarterly* should be related to reading and educational research products, programs, and services and should reflect the scholarly nature of this publication.

ILA reserves the right to reject ads for reasons that include but are not limited to the following: inappropriate content; the appearance of direct or indirect endorsement of a commercial product or service (other than an ILA product or service) by an ILA Board member, officer, or senior manager, regardless of whether that endorsement takes the form of the use of the name, words, likeness, or other attribute; ads that simulate editorial content or content of an academic nature; and ads that exploit any specific portion of the professional content of the publication in which they are placed. Advertisers are responsible for submitting materials that comply with the production specifications set forth by ILA.

## Contract

ILA does not guarantee a specific circulation or readership for an advertisement.

If fewer insertions than specified in the contract are used within one volume year, charges will be adjusted in accordance with established rates. Advertisers and their agents agree to indemnify and protect the publisher from all claims, actions, or expenses arising from advertising placed in an ILA publication.

The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Cancellations will not be accepted after the closing date for reservations, and scheduled insertion will be billed regardless of whether the ad is printed in the issue.

Deadlines for reservations and receipt of copy must be observed. When new material is not received by the deadline date, a previous ad will be repeated whenever possible. Late ads will be held for the next issue.

Advertising space in specific issues is sometimes limited. In the event that all ad space has been allocated prior to the reservations deadline, ILA will notify the advertiser and upon approval, place the ad in the next issue. No conditions appearing on an insertion order, purchase order, or any other form presented to ILA will be binding if in conflict with our stated policies.

## Billing Information

Current ILA advertisers or their designated agencies will be invoiced upon receipt of a signed insertion order. Proof of performance for printed advertisements will be sent within thirty (30) days of the publish date. Proof of performance for digital advertisements can be sent digitally based on channel. Payment for each placement is required by the materials due date or your advertisement will not publish.

Advertisers who do not keep accounts up-to-date might be prohibited from advertising or required to prepay.

## Commissions

All rates are net; no agency discount will be granted. The full invoice amount is due within thirty (30) days of the invoice date. ILA will hold both the advertiser and its agency liable for all payments due. Payment by the advertiser to the agency does not constitute payment to ILA.

International Literacy Association Advertising Department  
800 Barksdale Road | Newark, DE 19711-3204, USA