



INTERNATIONAL  
**LITERACY**  
ASSOCIATION

# Advertising & Sponsorship Kit

2024–2025 | Literacy for Every Child, Everywhere

**The International Literacy Association (ILA) is a professional membership organization for literacy professionals across 128 countries. It was founded in 1956, under the name International Reading Association, and for nearly 70 years has supported educators, researchers, and experts from every corner of the world.**

We publish cutting-edge, peer-reviewed research; create and disseminate practical, evidence-based resources for educators; set standards for literacy professionals; recognize outstanding teacher preparation programs; support teachers, researchers, and literacy leaders with awards and grants; and provide impactful professional development and learning experiences through our digital events.

ILA is committed to diversity, equity, inclusion, and belonging—core values reflected in our mission and dedication to fostering a culture of acceptance in which every person feels safe and supported as their authentic selves. We believe that every child, everywhere, must be given equitable access to the education, opportunities, and resources needed to learn how to read, write, and communicate—not only to realize their full potential, but also to allow them to become citizens capable of participating in and contributing to their communities at every level.

## MISSION

ILA connects research and practice to improve the quality of literacy learning across the globe in ways that are respectful, responsive, and ethical. We advocate for equitable access to literacies among individuals of all ages and diverse communities as a basic human right and a matter of social justice.

## OUR MISSION RESONATES WITH

- Classroom Teachers
- Literacy Coaches
- Reading Specialists
- Principals and Administrators
- Literacy Leaders
- Researchers
- Preservice Teachers
- Higher Education Faculty



Thousands of literacy educators, advocates, and leaders from around the world participate in the virtual professional learning events offered by ILA. Now is the perfect time to join ILA in these efforts. ILA's progressive approach to digital event design has garnered support from influencers in the field, attracting a diverse pool of literacy educators and boosting engagement.

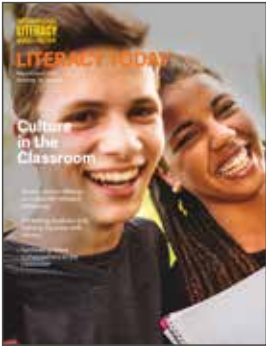
These opportunities are a sampling of ways to get your people, products, and services in front of our growing audience. ILA is ready to work with you and your team to create a customized, multichannel package targeted to literacy professionals around the world.

## Digital Event Sponsorships

ILA's digital events focus on timely topics and research-based instruction and are ideal for literacy educators of all types. These online events feature leading voices in literacy instruction who translate the research into practice-ready information and offer the flexibility of on-demand learning if you can't attend live. On-demand access is available for all registrants for a minimum of three months and up to three years.

### Digital event sponsor benefits can include

- Recognition on ILA website, event registration page, marketing and confirmation emails, and social media
- Opportunity to recommend speakers
- Recognition of any speakers/moderators provided
- Digital advertisements in *Literacy Today* magazine, on the journals hub, Career Center, and newsletters
- Post-event registration lists for registrants who opt into sharing their contact information
- Recognition in post-event emails sent from ILA to all registered attendees with sponsor branding, logo, and links to resources/materials/publications
- Enhanced features, such as video and interstitial spots in promotions and during an event



## Literacy Today

*Literacy Today* is ILA's digital magazine for members that empowers and inspires educators in every stage of their career. Issues focus on hot topics in the field and how they relate to high-quality instruction, examine the latest literacy research, and share stories from our global literacy network. Your ad will be positioned beside timely editorial content addressing the latest

classroom, administrative, and curriculum issues. **URLs and email addresses in ads will be linked to your website and contact information.**

### 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 issue with an average of five others

Available in a digital format online with active hyperlinks in ads

## SPECIAL FEATURES

- July/August/September 2024: [Neurodiversity/Learning Differences](#)
- October/November/December 2024: [AI & Literacy](#)
- January/February/March 2025: [30 Under 30/Literacy Leadership](#)
- April/May/June 2025: [Children's Literature](#)

## ILA Hub

With user-friendly content navigation and search features, the ILA Hub, hosted by Wiley Online Library, helps readers find recently published, most cited, and most read content quickly and easily. It receives thousands of pageviews per month, providing an ideal placement to maximize marketing and advertising ROI!

## Career Center

ILA's online Career Center is the leading tool for employers to recruit top-notch candidates in literacy education. Reach literacy professionals actively seeking to either start their career and those looking for their next opportunity.

## ILA Newsletters

### ***Insid*ILA**

ILA's exclusive digital member newsletter, *Insid*ILA delivers new resources, recent and upcoming events, and featured benefits straight to our members' inbox. Ads are limited per issue to attract attention to each promotion and boost performance. *Insid*ILA ads must contain an offer for ILA members.

### ***Research at the Ready***

A round-up of the most recently published articles from ILA's three academic journals, the *Research at the Ready* digest newsletter is sent to all ILA members. It includes a recent featured article and a list of open-access and subscription articles. In addition, it promotes ILA products, publications, and events that thematically relate to the featured article and other content to develop a cohesive flow.

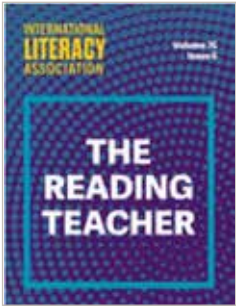
## List Rental

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

Contact: Amy Seyler  
631.820.3709  
[aseyler@rickard2.com](mailto:aseyler@rickard2.com)

## Journals Hub

Average monthly pageviews on all hub pages: 191,000



### ***The Reading Teacher (RT)***

The most popular journal for educators of literacy learners up to age 12, offering high-quality, evidence-based teaching tips and ideas plus the teacher perspective

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



### ***Journal of Adolescent & Adult Literacy (JAAL)***

The only literacy-focused journal for teachers of older learners, providing high-quality, classroom-tested ideas as well as reflections on literacy trends, issues, and research

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



### ***Reading Research Quarterly (RRQ)***

The leading global journal offering multidisciplinary scholarship on literacy among learners of all ages, including the latest research studies (methods, results, effects, findings, and implications)

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

## RESERVE YOUR 2024–2025 SPACE NOW!

For more information and to make reservations, contact [advertising@reading.org](mailto:advertising@reading.org).

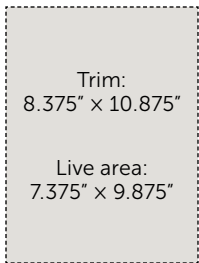
<b>LITERACY TODAY MAGAZINE</b> Circulation: 26,900					
<b>Four Color:</b>			<b>Black and White:</b>		
	1x	4x		1x	4x
<b>Cover 2</b>	\$4,200	\$3,400	<b>Full Page</b>	\$2,300	\$1,800
<b>Cover 3</b>	\$4,200	\$3,400	1/2 Page	\$1,400	\$1,200
<b>Cover 4</b>	\$4,500	\$3,600	1/3 Page	\$1,000	\$800
<b>Full Page</b>	\$3,800	\$3,000	1/4 Page	\$900	\$600
1/2 Page	\$2,000	\$1,600			
1/3 Page	\$1,400	\$1,000			
1/4 Page	\$1,000	\$800			

<b>WEBSITE ADVERTISING</b>			
	1 month	3 months	6 months
<b>ILA Hub pages</b>			
Average monthly pageviews: 191,000 (300 x 250px)	\$675	\$625	\$575
<b>Career Center</b>			
Average users per month: 3,300 (728 x 90px or 300 x 250px)	\$675	\$625	\$575
<b>Newsletters</b>			
Average recipients per issue: 11,000 (600 x 70px or 130 x 90px with text)	\$675	\$625	\$575

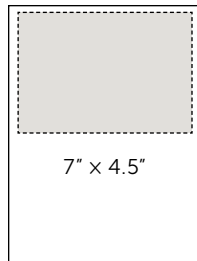
## Literacy Today

### DIMENSIONS

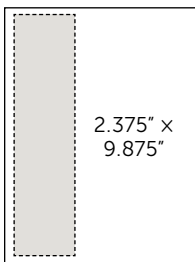
**full page**



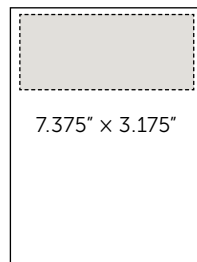
**1/2 horizontal**



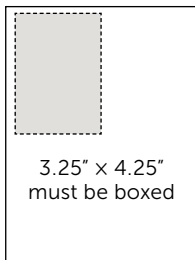
**1/3 vertical**



**1/3 horizontal**



**1/4 page**



### PRODUCTION REQUIREMENTS

#### TRIM SIZE

- Full page 8.375" W x 10.875" H

#### SCREEN

- No additional screen settings should be applied to any image.

#### DOCUMENT SETUP

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

#### FILE FORMATS

- PDF/X1a
- YouTube or Vimeo video files can be embedded in PDF ads

#### COLOR SPACE

- There should be no ICC profiles attached to any bitmap image.

#### AD/EDITORIAL RATIO

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

#### SUBMITTING AD MATERIALS

- Email a press-ready PDF 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/Sept 2024	5/28/24	6/3/24
Oct/Nov/Dec 2024	8/26/24	9/3/24
Jan/Feb/Mar 2025	11/26/24	12/5/24
Apr/May/June 2025	2/24/25	3/3/25

## Hub Ads

### PRODUCTION REQUIREMENTS

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

### DEADLINES

Hub ads must be received 14 days prior to the ad posting. Visitors who click on your ad will be taken to the link you provide.



## Content

Advertising should not conflict with the mission and goals of the International Literacy Association (ILA). 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, then 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 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**  
PO Box 7168 | Newark, DE 19714-7168, USA