



School Library **Connection**

Media Kit 2021-2022

School Library Connection eNewsletter

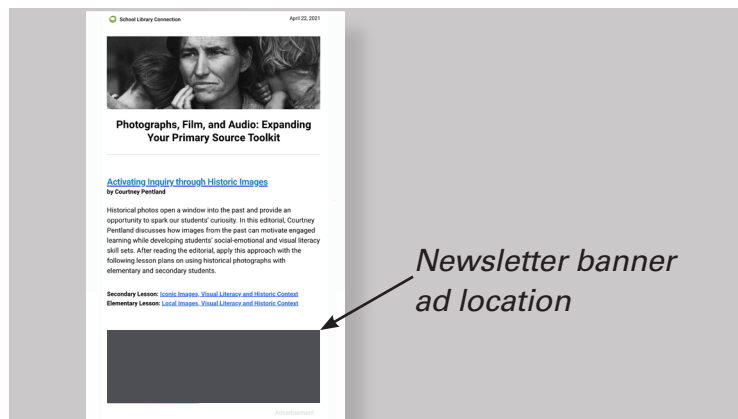
Frequency
2x/month

Distribution
22,000*

Average Open
Rate
13.5%

*As of April 2021. Total distribution fluctuates throughout the year.

Our newsletter highlights fresh editorial content by leading luminaries in school librarianship, including essential reading, research findings, and training videos. Put your brand and products side-by-side with this week's hot topics for school librarians.



	1X	4X	12X
Banner	\$750	\$675	\$600

School Library Connection Webinars

Average Total Preregistrants
568

Average Views of Archived Webinar in First Year
430

"School Library Connection offers some of, if not the most engaged webinars we have sponsored. The tools used with SLC allows for a conversation between presenters and attendees, **a customized and personalized experience you don't commonly get elsewhere**. Webinars are also highly promoted, allowing you to provide your story and message to a wide variety of interested prospects."

—OverDrive

School Library Connection's popular series of professional development webinars offers an unparalleled platform for engagement with current and prospective school library customers. Sponsors receive the complete registrant list, recognition by the moderator at the beginning and end of the event, and may link their own customers or prospects to the archived recording. Propose your own presenter or work with our editorial team to select a presenter and develop your custom event.

Webinar, Sole Sponsor	\$7,500
Webinar, Joint Sponsors	\$2,500/sponsor

WELCOME TO THE SLC COMMUNITY!

First-time webinar sponsors enjoy a **10% discount** on their first webinar.

ADDED INCENTIVE

Webinar sponsors receive one eNewsletter ad free of charge and a 50% discount on additional eNewsletter spaces.



Diana Rendina talks makerspaces with hundreds of live attendees.

SLC Magazine



5,000+ readers per issue

Our flagship magazine publishes six times per year in print, featuring a selection of themed “Spotlight” articles, nine popular monthly columnists on topics ranging from technology to reading, and a best-in-class reviews section, covering children’s and YA lit as well as electronic resources. Talk to us about your goals to ensure placement near editorial content most relevant to your audience.

ARTICLE SPONSORSHIPS

Sponsor an article or series of articles on a topic relevant to your business. Bring your own author or work with our editorial team to select the perfect one. Pricing by quotation.

	1X	2X	3X
Covers 2, 3, and 4	\$2,100	\$1,890	\$1,680
Full Page	\$1,750	\$1,575	\$1,400
2/3 page	\$1,400	\$1,260	\$1,120
Half Page	\$1,050	\$945	\$840
1/3 Page	\$875	\$787	\$700

ADDED INCENTIVE

Reserve two or more full-page ads to receive one eNewsletter ad free of charge and a 50% discount on additional eNewsletter spaces.



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Thank you from our editors! We look forward to partnering with you.

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