

MEDIA GUIDE

SPECIAL
LIBRARIES
ASSOCIATION

2024 | SLA.ORG

Over 115 Years of SLA

Founded in 1909, the Special Libraries Association is an international professional association for library and information professionals working in business, government, law, finance, non-profit, and academic organizations and institutions.

SLA members span the breadth of the information industry, from traditional librarians to taxonomists,

data scientists to competitive intelligence specialists, and knowledge managers to research directors.

SLA offers advertising and sponsorship opportunities to engage with our members all year round.



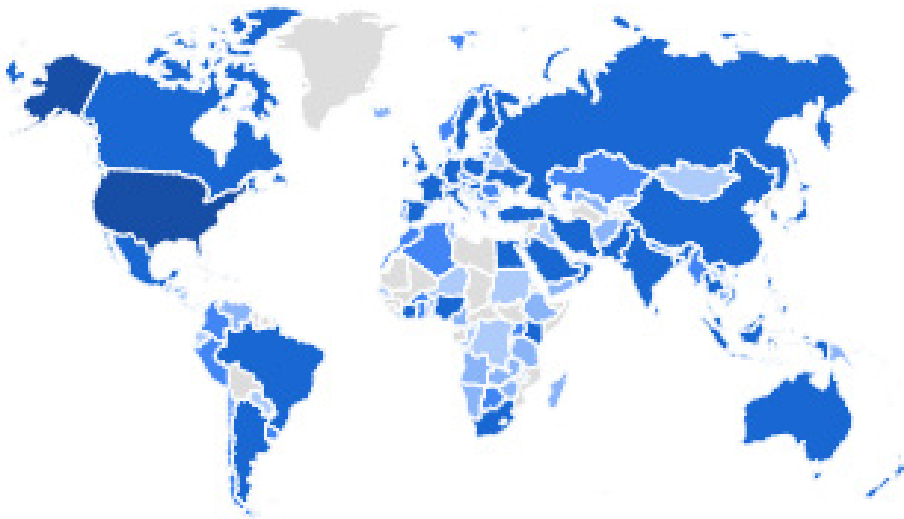
Connect with the SLA Audience

3,500+
MEMBERS

45+
COUNTRIES

72
SLA COMMUNITIES

Audience by Region



COUNTRY

United States	14K
India	943
Canada	614
United Kingdom	456
Germany	345
China	332
Philippines	212

Librarian by Job Segment

Reference/Research | **40%**
Information Literacy/Instruction | **20%**
Collection Development | **15%**
Cataloging/Technical Services | **14%**

Subject Specialist | **6%**
Electronic Resources | **3%**
Special Collections/Archivists | **2%**

YEARLY AUDIENCE ENGAGEMENT

WEBSITE VIEWS..... 53,000

WEBSITE VISITORS 80,000

SESSIONS 100,000

OTHER 6,500

CONNECT FORUMS

7.5k
USER
SESSIONS

62k
PAGE VIEWS

DIGITAL ADVERTISING

14.5k
PAGE VIEWS

SOCIAL MEDIA



6,132 FOLLOWERS
62K IMPRESSIONS



7,500+ FOLLOWERS



7,775 FOLLOWERS

SAVE THE DATE

SLA 2024 ANNUAL CONFERENCE & EXPO



The logo for the 115th Year Celebration is a circular emblem. It features a teal outer ring with white stars. Inside the ring, the number '115' is prominently displayed in teal, with 'th' in a smaller font. Below the number, the word 'YEAR' is written in teal. A grey banner with white stars and the word 'CELEBRATION' in white capital letters wraps around the bottom of the circle.

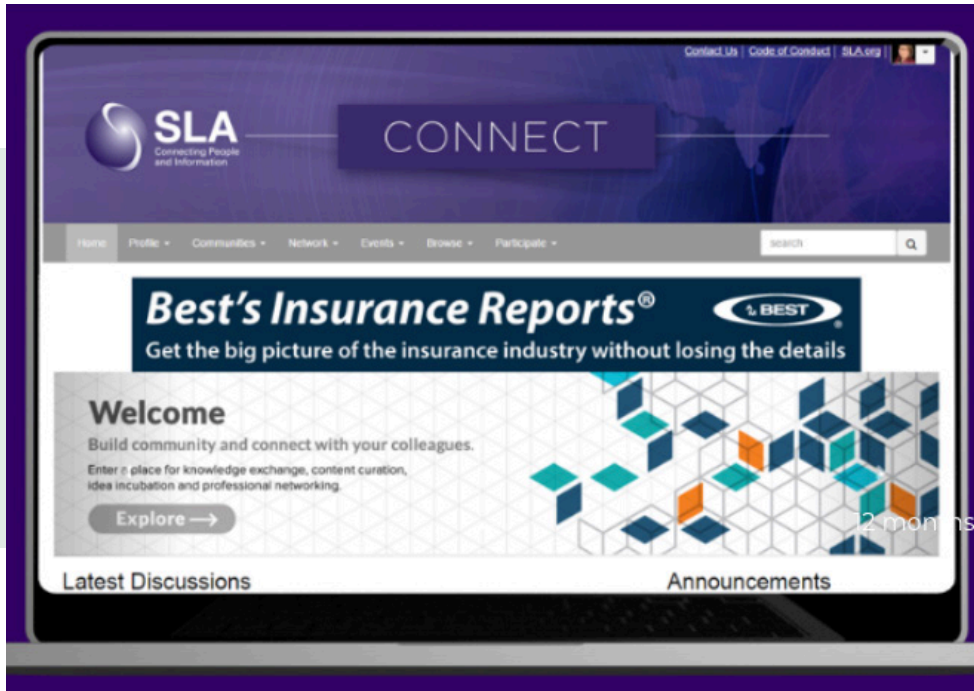
JULY 14-16, 2024 // UNIVERSITY OF RHODE ISLAND

For Sponsorship & Exhibitor Information
contact Kristen Totaro at ktotaro@sla.org



READY TO PARTNER WITH SLA? Contact Kristen Totaro at ktotaro@sla.org or 856-437-4719

SLA Connect Forums are an active, online platform for SLA members to share information, get feedback, post news and events.



150
Connections
per Day

ADVERTISING	SIZE	3 MONTHS	6 MONTHS	12 MONTHS
Homepage Banner	964 x 125	\$1,500	\$2,800	\$5,000
Interior Banner	964 x 125	\$1,500	\$2,800	\$5,000
Homepage Sidebar	300 x 250	\$1,500	\$2,800	\$5,000
Interior Sidebar	300 x 250	\$1,500	\$2,800	\$5,000

SLA Member Email Blast

Sponsor Email

Looking to reach SLA Members? Send a custom email to over 5K+ active members. Email content is provided by sponsor and must be approved by SLA.

\$4,000 PER EMAIL

Limited to 1 per month. First come first serve.

EMAILS SENT:

3,500+ Members

AVERAGE OPEN RATE:

Over 45%

SLA Community Email Blast



Choose a specific community within SLA and host a webinar to engage with their members. Interact with the respective SLA Community Leader to determine the best time to host a community webinar based on community events.

\$1,500 PER COMMUNITY

SLA eNewsletter

Sponsor Spotlight

Have your own section in the "SLA This Week" eNewsletter. Each issue includes SLA activities, news and events. Sent to 3,500+ members. Sent weekly, every Monday.

AVERAGE OPEN RATE: 44%

AVERAGE CTR: 7.2%

\$1,500 | 500 WORDS & LOGO





WEEKLY E-NEWSLETTER

SIZE: 468 x 60 banner ad

Report will be provided monthly

\$1,000 PER MONTH

SLA Webinar

SLA Webinars are one of the most popular opportunities available to connect with our members. Do you have a product or service to promote to the SLA Members? Choose your target audience – SLA membership or community specific.

AUDIENCE OPTIONS:

- SLA Total Membership
- Regional
- Category Specific

\$4,000 PER SPONSORSHIP



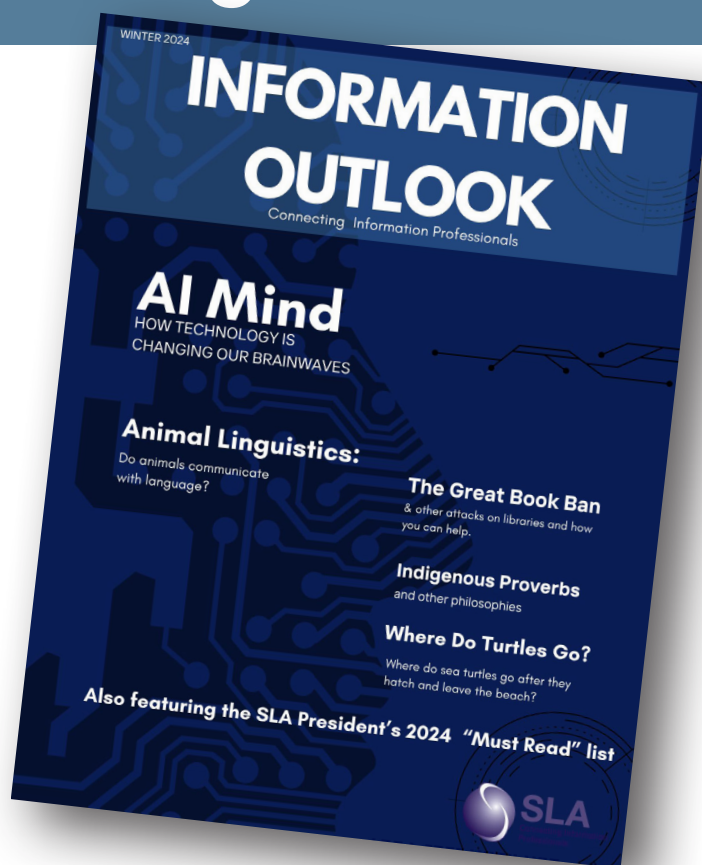
SPONSORSHIP BENEFITS:

- ✓ SLA will manage free registration
- ✓ 2 dedicated email messages promoting the webinar to SLA target audience (sponsorship copy and logo provided by sponsor)
- ✓ 2 mentions in "SLA This Week," SLA's member e-newsletter, leading up to the webinar
- ✓ 3 social media mentions leading up to the webinar on all platforms (LinkedIn, Facebook, and Twitter)
- ✓ Promotional rotating banner on SLA.org home page leading up to the webinar (468x60)
- ✓ Lives on SLA website for 3 months OnDemand

The SLA magazine, "Information Outlook," is published four times a year to members and non-members. The inaugural issue is scheduled to launch in January 2024, and will be available on the SLA website to members (free) and non-members for purchase.

Sponsors have the option to add links, live video and more. Each issue will be distributed to the entire SLA member and posted on the SLA.org website.

The magazine will feature SLA community articles, news, events, research, and data and more! This compilation is open to all members to submit their work to be published and shared throughout the specialties' libraries industry and beyond.



ADVERTISING	SIZE	1X	2X	4X
Full Page	7.5" x 10"	\$525	\$980	\$1,900
Half Page	7.5" x 4.5"	\$325	\$600	\$1,165
Two-Page Advetorial		\$1,000	\$2,000	\$4,000

SLA MAGAZINE IS PUBLISHED ONLINE 4 TIMES PER YEAR.

Deadline for Advertising Artwork:

- **WINTER ISSUE:**
December 1 (issue publishes in mid-January)
- **SPRING ISSUE:**
April 1 (issue publishes in mid-May)
- **SUMMER ISSUE:**
June 1 (issue publishes mid-July)
- **FALL ISSUE:**
August 1 (issue publishes mid-September)



Are you looking for a targeted audience within SLA? Sponsor one or more of our category specific or regional communities to promote your company's products and/or services. Sponsorships are effective from **January 1, 2024 – December 31, 2024**. Pro-rated fees applicable for sponsorships acquired after January 1, 2024.

OVERVIEW

- Choose from one or more of our top 20 Communities:
Business Finance | Academic & Education | Knowledge Management | Leadership & Management Diversity | Inclusion & Equity | Information Technology | Legal | Science/Technology | Taxonomy Government Information | Biomedical & Life Sciences | Pharmaceutical & Health Technology Archival & Preservation | Washington, DC—Regional | Solo Librarians | Data | Embedded Librarians Engineering | New York—Regional | New England—Regional | Military Libraries
- Some deliverables may not be available with each community and will be adjusted to align with specific available opportunities
- Sponsorship pricing varies per community

BENEFITS	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	SUPPORTER \$1,500	AWARDS \$750
Logo on Community Homepage	X	X	X	X	X
Banner Ad in Newsletters	3 months	2 months	1 month		
Logo in weekly Newsletters	X	X	X		
Company Spotlight Email Blast to All Members	X	X			
Recognition at Annual Meeting	X	X	X	X	X
Webinar Sponsor	1X				
Tabletop Exhibit at Annual Meeting	X				

COMMUNITY ADVERTISING	FEE
Company Spotlight Email (choose community)	\$1,000
Community Webinar Sponsor	\$1,500

DIGITAL ADVERTISING SPECIFICATIONS

Digital advertisements may appear as static, rotating, or animated advertisements. Expanding, audio, and video advertisements are prohibited. Please provide click-through URL. Ad unit must have clearly defined borders such as a dark one-pixel border for white or light-colored creative.

All dimensions are listed in pixels. Up to 3 creative designs may be submitted to display in rotation. HTML5 and Third-party tags must be SSL-compliant. Third-party tags must also be SafeFrame compliant.

CREATIVE ASSETS REQUIRED

Asset 1: Desktop Image/Artwork

Asset 2: Responsive Image/Artwork

Asset 3: Link URL

Optional: Up to 3 creative designs, rotation preferences, alt-text, and third-party impressions URL

SLA may, at its sole discretion, suppress an advertisement on a particular page if it feels display of the advertisement could be perceived as a conflict of interest.

DIGITAL AD GUIDELINES

Digital advertisements must be readily distinguishable from editorial content in format and appearance and the word "Advertisement" will be displayed near the ad. Viewers will not be sent to a commercial site unless they choose to do so by clicking on an advertisement. Advertisements may link off-site to a commercial website, however, they shall not prevent the viewer from returning to the Special Libraries Association (SLA) publication or other previously viewed screens, and shall not redirect the viewer to a website the viewer did not intend to visit. SLA reserves the right to not link to or to remove links to other websites. The website URL to which the advertisement links must clearly display the organization sponsoring the website and must not require registration of personal information before reaching the website. Acceptance and appearance of ads on the SLA website or eNewsletters do not imply endorsement by SLA.

APPROVAL

All advertising must be reviewed and approved by SLA staff. Such review will include the website landing page to which the advertisement links. Please review SLA's Advertising Policy.

CANCELLATION

Digital bookings may be cancelled at any time prior to 30 days to the campaign go live date without penalty. The cancellation request must be made in writing. A fee will be assessed for any booking cancelled within 30 days of the campaign start. Cancellations made once the campaign has started are not refundable for any unused portion of the campaign.

SLA reserves the right to remove creative from any of the SLA websites if the creative is deemed to not meet the requirements outlined in the SLA Advertising Policy or deemed to be unsuitable.

CREATIVE REQUIREMENTS

Creative assets must be delivered at least five business days prior to start date.

Advertisers are responsible for ensuring the accuracy of all advertising content. SLA is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against SLA resulting from their advertising.

SUBMISSION

All creative assets and requests for reports should be submitted to ktotaro@sla.org.

PAYMENT

Advertising will not run without upfront payment in full.

Media Insertion Order

The Advertiser/Sponsor agrees to purchase the advertising space/sponsorships selected below and agrees to all applicable terms and conditions.

ADVERTISER INFORMATION

Company: _____
 Parent Company: _____
 Company Address: _____
 City: _____
 State/Prov: _____ Zip: _____ Country: _____
 Website: _____
 Contact Name: _____ Contact Title: _____
 Contact Phone: _____ Contact Email: _____

SPONSORSHIP OPTIONS

SLA CONNECT FORUMS

	3 MONTHS	6 MONTHS	12 MONTHS
Homepage Banner	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$5,000
Interior Banner	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$5,000
Homepage Sidebar	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$5,000
Interior Sidebar	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$5,000

INFORMATION OUTLOOK

	1 TIME	2 TIMES	3 TIMES
Full Page	<input type="checkbox"/> \$525	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,900
Half Page	<input type="checkbox"/> \$325	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,1650
Two-Page Advertorial	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$4,000

SLA MEMBER EMAIL BLAST

☐ \$4,000

START DATE: _____

SLA E-NEWSLETTER SPONSOR SPOTLIGHT

☐ \$1,500

START DATE: _____

SLA ENEWSLETTER BANNER AD

☐ \$1,000 (4x)

START DATE: _____

SLA SPONSOR WEBINAR

☐ \$4,000

COMMUNITY E-NEWSLETTER SPONSOR

☐ \$1,000

COMMUNITY SPOTLIGHT EMAIL

☐ \$1,500

COMMUNITY: _____

COMMUNITY EDUCATION WEBINAR SPONSOR

☐ \$1,500

COMMUNITY: _____

COMMUNITY YEAR-ROUND

SPONSORSHIP ☐ Platinum | \$10,000 ☐ Gold | \$5,000 ☐ Silver | \$3,000 ☐ Supporter | \$1,500 ☐ Awards | \$1,000

Insertion schedule will be followed provided inventory is available. If inventory is not available for requested insertion, a representative will contact you to confirm availability at the time of your order.

PAYMENT INFORMATION

Insertion orders will be invoiced at time of receipt. Payment is due within 15 days of the date of the invoice unless otherwise noted.

☐ Check ☐ Credit Card ☐ Secure Payment Link ☐ Wire Transfer/ ACH

Cardholder: _____

Credit Card #: _____

Exp. Date: ____ / ____ CVV Code _____

Signature: _____

Mail or email completed form and payment to:

Special Libraries Association
 1120 Route 73, Suite 200
 Mount Laurel, NJ 08054

EMAIL: ktotaro@sla.org

ONLINE: www.sla.org

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all payment terms.

Please contact Emmy Mielcarz at emielcarz@ahint.com for wire transfer information or billing questions. Please be sure to include her on your 'safe sender' list to ensure you receive her emails.

AIP Publishing
American Mathematical Society
Bentham Science Publishing
Duke University Press/Project Euclid
Global Financial Data
IDC
IET
IFIS Publishing
IOP Publishing
Lucidea
OCLC – Online Computer Library Center
Open Athens
Optica Publishing Group (formerly OSA)
OverDrive Professional
Royal Society of Chemistry
SIAM – Society for Industrial and Applied Mathematics
Soutron Global
SPIE – International Society for Optics and Photonics
Taylor & Francis Group
US CENSUS BUREAU
World Scientific Publishing
AAAS/Science
Wiley
Elsevier
Couranto
Open Athens
Wiley
Oxford University Press
SLACK
Royal Pharmaceutical Society
Trellis Law