

Print Advertising

2022 School and Public Library Catalog

- ◇ Printed four color catalog with topical index
- ◇ Features 3,000 of most ordered titles for school and public libraries
- ◇ Full page, half page and affordable featured listings available
- ◇ Mailed in January 2022 to school and public library customers and prospects
- ◇ Used as primary fulfillment piece throughout the entire year
- ◇ Shelf reference for librarians all year long
- ◇ Reach 25,000+ school and public libraries
- ◇ ***Bundle with digital advertising for maximum effectiveness.***



New for 2022 ~ Polybagged Insert Special Offers for WT Cox Libraries and Promo Ads for New Titles

- ◇ Polybag insert with special offers for WT Cox School and Public Libraries
- ◇ Feature your title(s) in this special printed insert. Perfect for special deals, bundles and new titles
- ◇ Limited availability
- ◇ Also available - exclusive polybag insert - limited to 2 publishers only

Book your print advertising space by September 1, 2021
This opportunity only comes once a year.

As a part of your print advertising package, ads will also appear in the online version of the 2022 Print Catalog

However, ads **WILL NOT** automatically appear in our additional digital resources which must be reserved separately and include:

WT Cox Interactive Digital Catalog
Digital Sample Issues Program
Online Popular Titles Lists

Contact Cynthia Vidal
Email: cvidal@wtcox.com or call (910) 754-3145 x208

Digital Advertising

Interactive Digital Catalog

www.wtcox.com/catalog.cfm

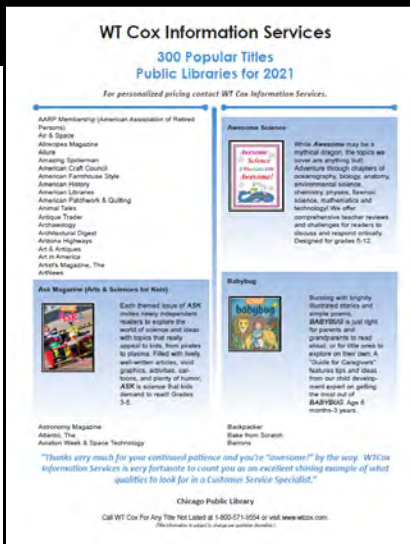
- ◇ Online title listing includes 3,000 of our top ordered titles for School and Public libraries
- ◇ Titles can be searched by letter, subject(s), format, library type, language and format
- ◇ Featured listings include cover, description, title name, frequency, price and hyperlink
- ◇ Display banners and skyscrapers are available on each letter and subject search results page
- ◇ Over 25,000 visits per year
- ◇ Catalog used by current and prospective library customers to build their title list for quotes and orders



Digital Sample Issues for Libraries

www.wtcox.com/free-digital-sample-issues.cfm

- ◇ Provide a sample issue to share with libraries during the decision making process
- ◇ Titles can be searched by subject, publisher and also best suited for each library type.
- ◇ Position includes listing with cover, description and PDF download



Popular Titles Lists—LIMITED SPACE AVAILABLE

www.wtcox.com/catalogs.cfm

- ◇ Featured listings, quarter and half page ads are available
- ◇ Customer and prospective customer use these condensed lists to choose the most popular titles for their library.
- ◇ Lists include Elementary School, Middle School, High School, Public Library, Junior Colleges and Spanish titles

All of our digital resources are promoted to over 50,000 libraries nationwide all year long via email drip campaigns, www.wtcox.com and personal contact through WT Cox customer service and sales teams. Learn more about promoting your titles today!

**Contact Cynthia Vidal—General Manager
(910) 754-3145 x208 or email cvidal@wtcox.com**

Print Ad Specifications

Deadline for materials is October 1, 2021

Art may be sent electronically as a PDF - 300 DPI
 Embed all fonts and images
 Inside Covers—8.25" x 10.75" with 1/4 inch bleed
 Cover shots minimum 2", 300 dpi, JPEG, TIF or PDF

Full Page— 7" x 9.75"

INDISPENSABLE RESOURCES
for **LIBRARIANS**

LIBRARY JOURNAL **THE HORN BOOK MAGAZINE** **SCHOOL LIBRARY JOURNAL**

WORTH DIGITAL INDUSTRY PLAN: NOW AVAILABLE!
CALL 800.571.9554 TO ORDER OR LEARN MORE!

- Access primary reader content, frequently revised!
- Lifetime access to content.
- Free access to supplementary content.
- Supplemental content at 50% discount of print (not for sale being sold back to print).
- More than 100,000 titles in print and digital formats.
- Customizable content and tailored content based on specific needs and interests.

Want more than one title? Bundle your subscription order for further savings!
 Please call 800.571.9554 for bundled subscription discount rates or multi-location discounted rates.

CALL TODAY: 800.571.9554 OR ORDER ONLINE: WTCOX.COM/SAVE10.CFM

Serving library professionals for over 140 years. **LJ** **THE HORN BOOK** **SLJ**

Half Page 3.25" x 9.5"

Inspire children's imaginations to grow as they do.

BABYBUG Ages 0-3 **LADYBUG** Ages 3-6
SPIDER Ages 6-9 **CRICKET** Ages 9-14

\$9.95 BULK SUBSCRIPTIONS
Includes Monthly Teachers' Guides!

There's a Cricket Media companion for every age and stage of childhood. Bursting with enchanting stories, poems, art, and activities by celebrated children's authors and artists, our award-winning magazines will spark a lifelong love of literacy.

Cricket
CricketMedia.com

Block Ad—2" Cover and 50-word description in Word document

Booklist (Password) Print + Online22 169.50

The book review magazine of the American Library Association and the go-to source for librarians and teachers! More than 8,000+ annual reviews of youth and adult books and media, as well as Top 10s, core collection lists, read-alikes, author interviews, STEM and Common Core connections. A key tool for collection development and readers' advisory.

Quarter Page 3.25" x 4.75"

NOT ONLY ARE YOU A CUSTOMER YOU ARE ALSO A FRIEND

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Find us on **Facebook** AND **follow us on twitter**

WTCOX
Subscriptions

Digital Print Ad Specifications

Interactive Digital Catalog

Block Ad Listing—Cover (72 dpi at least 2 inches wide) and 500 character description (including spaces)
 Banner Ad—814 pixels wide x 110 pixels tall in JPEG, GIF or PNG format
 Skyscraper Ad—200 pixels wide x 340 pixels tall in JPEG, GIF or PNG format

Digital Sample Issue Program

Cover (72 dpi, 2 inches wide), 500 character description (including spaces) and PDF sample

Top Titles List

Block Ad—Cover (72 dpi minimum 2 inches wide) and 50 word description
 Full Page Ad— 7" wide x 9.75" tall—150 dpi, PDF file
 Quarter Page Ad— 3.5" wide x 4.5" tall—150 dpi, PDF file

Email materials and artwork questions to:
Candace Mooney · (910) 664-2028 · cmooney@wtcox.com

Publisher and Fulfillment Information

Fulfillment address is required if different than publisher address.

Dates Authorized - From _____ To _____	
Publisher Name _____	Fulfillment _____
Contact _____	Contact _____
Address _____	Address _____
_____	_____
Phone _____ Fax _____	Phone _____ Fax _____
Email _____	Email _____

Publication Information

Publication Title _____ URL _____

ISSN _____ UMC _____ Frequency _____

Current Volume / Year _____

Will you accept pro-rated subscriptions? Yes No Terms _____

Will you backstart a subscription upon request? Yes No If so, by how many issues? _____

Cancellation / Refund Policy _____

Claims Contact _____ Claims will not be accepted after? _____

Claim submission preference _____ Description of Title _____

*NOTE - Price Lists for multiple publications can be accepted in lieu of Authorization forms.
Be sure to include Claiming and Cancellation/Refund policies to avoid customer service issues.*

Term / Format	Catalog		Cash Field		School/Educator		Library		Other	
	Agent Code _____		Agent Code _____		Agent Code _____		Agent Code _____		Agent Code _____	
	Rate	Remit	Rate	Remit	Rate	Remit	Rate	Remit	Rate	Remit
Print 1YR										
Print 2YR										
Print 3YR										
Online / Digital 1 YR										
Print+Digital/Online 1 YR										
Print+Digital/Online 2 and 3 YR										

*I hereby authorize WT Cox Information Services to submit orders to the above listed titles and terms on behalf of our mutual clients.
Changes to pricing and/or availability will be provided to WT Cox in a timely manner to avoid service disruption to the subscriber.*

Signature: _____ Date: _____

Return to titleinfo@wtcox.com or fax (910) 755-6274

www.wtcox.com