

2025 Digital Advertising with WT Cox Public, School K-12 and Junior College Libraries

Don't Miss This —Ad Space in CoxNet Portal

With over 150,000 catalog views, you won't want to miss this opportunity!

ADVERTISING OPTIONS INCLUDE:

Recommended to target Public, School K-12 and/or Junior College markets:

CoxNet—our exclusive subscriptions management portal



Our customers all utilize CoxNet to order, manage, claim and process titles throughout the subscription year. Your ad placement here offers the highest level of visibility to our library decision-makers and admin teams! Publishers can choose target markets from Public, School K-12 to Academic library login portals.

*ADDED VALUE—all CoxNet ads are also automatically included in our prospect's catalog. Here, our library prospects provide registration details and "shop" for titles to add to their library collection to begin working with WT Cox and access pricing.

Added exposure to reach our Public, School K-12 and/or Junior College library markets:

2025 Annual Catalog—a colorful digital flipbook listing of our top 3,000 most ordered titles

Distributed electronically to all Public, School K-12 and Junior College library prospects.

Digital Top Titles Lists—advertise on our popular condensed collection lists

Choices include: Elementary, Middle, High School, Public, Junior College, Spanish and Asian Pacific

Digital Sample Issues—share a sampling of your content to libraries

Place a Digital Sample Issue in CoxNet for libraries to take a look at your title and flip through the content as they make decisions for their library.

Advertising and Artwork Deadline November 1, 2024

Monthly Targeted Email Campaigns All Year Long
Drive Added Exposure to These Tools and Your Ad Placements



For additional information:
Cynthia Vidal 910-294-8298
Email: cvidal@wtcox.com

Advertising Options

2025 Annual Catalog Digital Flipbook

www.wtcox.com/catalogs.cfm

- ◇ Published since 1974 and a customer favorite
- ◇ This colorful catalog features our top 3,000 most ordered titles for School, Public and Junior College libraries
- ◇ Hyperlinks to digital samples and includes topical index of titles
- ◇ Full page, half page, quarter page and featured title ads are available.
- ◇ Only published ONCE a YEAR. Don't miss out!



Highlights brainPLAY

BrainPLAY is packed with brain-twisting fun to fuel kids' curiosity and includes enough puzzles, games, quizzes, and articles to keep kids busy for hours of irresistible fun, requiring nothing but their brains (and a pencil) to play! Ages 7+

[Download Sample Issue](#)

Digital Sample in CoxNet Portal

CoxNet—Password Protected

New for 2025 our Digital Sample Issue program has been replaced with the Featured CoxNet ad below and the digital sample upgrade allows publishers to provide a sample issue to share with libraries during the decision making process.

CoxNet Online Subscriptions Management Portal

CoxNet Portal —Password Protected

Our exclusive customer and prospect library interface where users can access over 300,000 print and digital titles and databases to add to their order instantly!

Options include a Featured Title placement to highlight your titles among the many others and Skyscraper display space along the side of all titles.

Choose from Public, School K-12 and/or Junior College featured market(s).

Top Titles Lists LIMITED SPACE AVAILABLE

www.wtcox.com/catalogs.cfm

- ◇ Customer and prospective customer use these condensed lists to choose the most popular titles for their library. They are a popular tool for libraries
- ◇ Choose featured title listing, full page, half page or quarter page display space
- ◇ Lists include Elementary School, Middle School, High School, Public Library, Spanish and Asian Pacific titles.

WT Cox Information Services

100 Popular Titles For Elementary Schools for 2023

For personalized pricing contact WT Cox Information Services.

100% Gaming Items
Action Comics

Annual Tales

Annual Tales is a children's annual and a premier magazine perfect for promoting literacy between the ages of 7 and 12. It is filled with heart-warming personal stories, articles that will educate, and an exclusive look at a special collection of art pieces that will be included in each issue.

Archie

Ask Magazine (K-8 Science for Kids)

Each annual issue of ASK includes newly independent readers to explore the world of science and ideas with topics that really appeal to kids, from robots to genetics. From earth science to space, ASK is science that kids demand to read!

Grades 3-5

Atlas Kids Magazine

Atlas Kids is a monthly international magazine for children around the ages of 8-11. It provides content for readers children to readers the web with engaging and award-winning, to inspire children to explore, to strengthen communication skills with their friends, and to respond to their psychological and social needs.

Avengers

Baldrigh

Baldrigh with brightly illustrated stories and articles. Baldrigh is just right for parents and grandparents to read about, or for little ones to explore on their own. A "You're a Comprehension" feature lets readers learn more about themselves from our digital assessment report of getting the most out of Baldrigh! Age 6 months-1 years.

BrainPLAY

BrainPLAY is a monthly international magazine for children around the ages of 7-11. It provides content for readers children to readers the web with engaging and award-winning, to inspire children to explore, to strengthen communication skills with their friends, and to respond to their psychological and social needs.

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WT Cox offers over 300,000 print and digital titles!

Call (800) 571-8554 or email sales@wtcox.com for assistance.

Call WT Cox For Any Title Not Listed at 1-800-571-8554 or visit www.wtcox.com.

2025 WT Cox Advertising Contract

Publisher: _____ Contact: _____
 Address: _____ City / State / Zip: _____
 Phone: _____ Email: _____
 Title(s): _____

CoxNet Portal	Titles/Markets Selected			Price	Qty	Total
	Public	School K 12	Junior College			
Featured Title (Cover + 255 char. limit)				\$ 400		
Skyscraper Ad (160x600 pixels) <i>Choose One Market</i>				1,000		
Skyscraper Ad (160x600 pixels) <i>All Markets</i>				2,500		
2025 Annual Catalog Digital Flipbook	Titles Featured			Price	Qty	Total
Featured Title (Cover + 255 char. limit)				400		
+Hyperlink to Digital Sample from Featured Title				100		
Full Page Full Color (7" x 9.75")				2,250		
Half Page Vertical (3.25" x 9.5")				1,200		
Quarter Page (3.25" x 4.75")				900		
Front Cover Shot				500		
Top Titles Lists Public/Elem/Middle/High/Jr College	Titles and Lists to Feature			Price	Qty	Total
Featured Title (Cover + 255 char. limit)				250		
+Hyperlink to Digital Sample from Featured Title				100		
Full Page Full Color (7" x 9.75")				750		
Half Page Vertical (3.25" x 9.5")				500		
Quarter Page (3.25" x 4.75")				350		
Digital Sample Issue in CoxNet	Titles Featured			Price	Qty	Total
Add a PDF sample linked from your CoxNet Ad				100		

Deadline for Ad Contract & Artwork is November 1, 2024

Total:

ADDED NOTES: _____

Artwork:

- Email cmooney@wtcox.com for added specs
- Art to follow by _____
- Same as 2024 artwork
- Other _____

Signature: _____

Date: _____



For additional information:
Cynthia Vidal 910-294-8298
 Email: cvidal@wtcox.com