

BOOKSELLER+PUBLISHER'S

LIBRARY NEWS

FOR AUSTRALIAN AND NEW ZEALAND INFORMATION PROFESSIONALS



Reach + visibility + timeliness = Library News

BOOKSELLER+PUBLISHER'S *Library News* is a weekly newsletter emailed on Thursdays 48 times a year to subscribers in Australia, New Zealand and throughout the region, hosted at the all new www.librarynews.com.au website. Founded in 2001 as *Australian Library News*, *Library News* is the only independent weekly news service for the library and information sector.

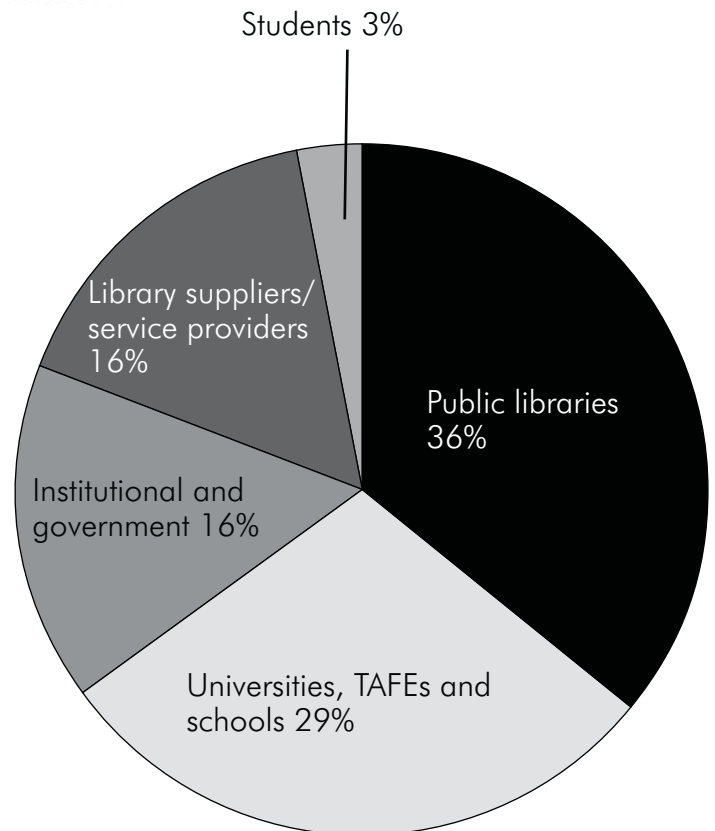
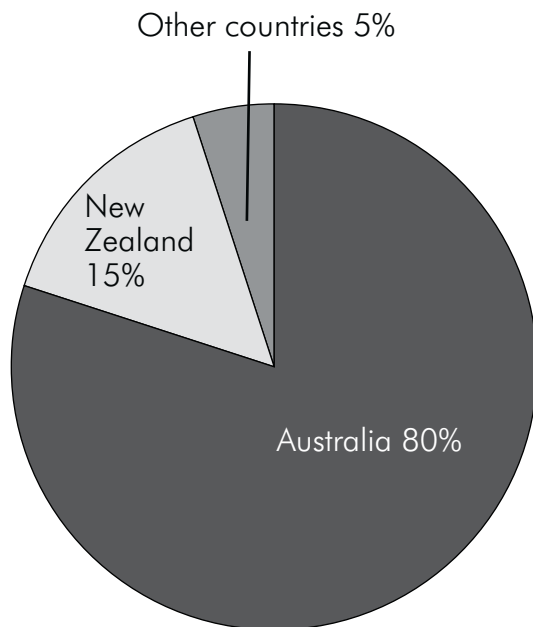
Library News provides time-critical news and intelligence to the entire library community—public, school, academic and TAFE/Polytechnic libraries and their suppliers.

Who reads Library News?

Readership

Library News currently has a readership of over 2500 per week, delivered directly to the desktops of library and information professionals across Australia, New Zealand and the region.

Where is Library News read?



Make the most of your advertisement

Your advertisement in *Library News* can reach an even wider audience as part of our suite of print and online publications. Ask us about extending your advertisements across our other publications such as *BOOKSELLER + PUBLISHER* magazine, the *Weekly Book Newsletter* and on our *Fancy Goods* blog. Follow *Library News* on Twitter and Facebook for *Library News* updates.

'BOOKSELLER+PUBLISHER offers multiple platforms to promote UQP, its books and authors, from reviews and profile pieces through to advertising. The brilliant team are great to work with and we love following their opinions and news on Fancy Goods, Twitter and Facebook.' — Meredene Hill, UQP.

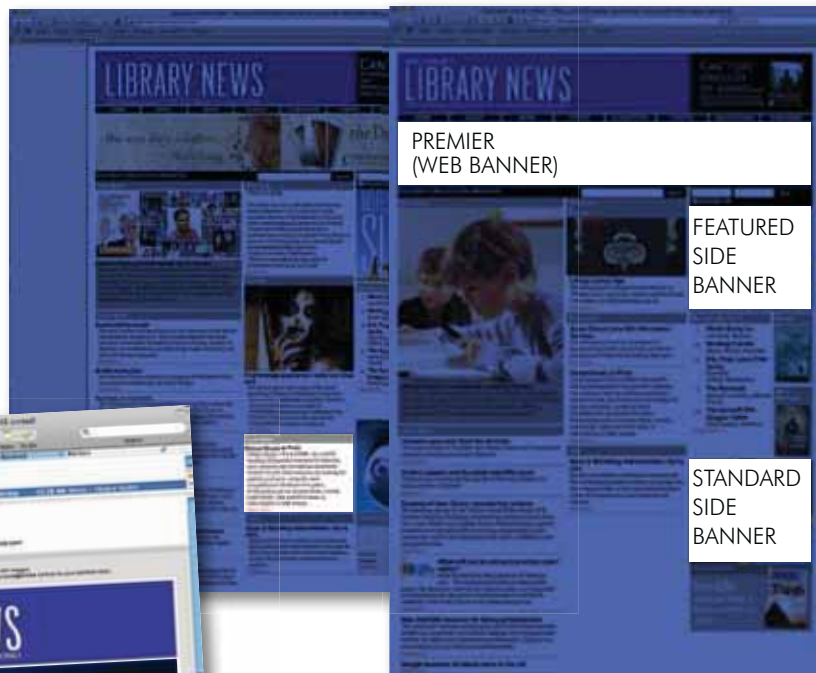


Display advertising options

Banner advertisement will feature in the *Library News* email bulletin for one issue and will appear on the librarynews.com.au website for one week, Thursday to Thursday.

CLASSIFIED ADS

BANNER ADS



Advertising program and rates

AD TYPE	DESCRIPTION	DIMENSION	PRICE
PREMIER BANNER	RGB colour setting for screen resolution Maximum file size 150 kb Supplied as SWF or GIF for website and GIF for email Must include hyperlink to link out to advertiser's site	980 x 150 pixels (landscape)	A\$1500 + GST
FEATURED SIDE BANNER	RGB colour setting for screen resolution Maximum file size 70 kb Supplied as SWF or GIF for website and GIF for email Must include hyperlink to link out to advertiser's site	287 x 242 pixels (portrait)	A \$1000+ GST
STANDARD SIDE BANNER	RGB colour setting for screen resolution Maximum file size 70 kb Supplied as SWF or GIF for website and GIF for email Must include hyperlink to link out to advertiser's site	287 x 242 pixels (portrait)	A\$650 + GST
CLASSIFIED ADS	Promote products and services, advertise job vacancies or make announcements to the library sector. Classified advertisements are charged at \$1.20 per word (ex-GST) (minimum of 35 words). Logos are an additional \$40 (ex-GST). Place ads yourself at the librarynews.com.au website or submit by email to library.news@thorpe.com.au. Deadline for submissions is noon on Wednesdays.	150 x 150 pixels for all images and graphics, at 80kb maximum file size	A\$1.20 per word (min. 35 words). + A\$40 for image/logo. +GST

2011 Media Kit



Make your advertising go further

Library News is just one of the publications from BOOKSELLER+PUBLISHER. Contact us to find out how your advertisement in *Library News* could also appear in *BOOKSELLER+PUBLISHER* magazine, in the *Weekly Book Newsletter*, on the *Fancy Goods* blog or in one of our other email newsletters, all of which reach engaged audiences of thousands.

Advertising terms and conditions:

All advertising bookings are made subject to Thorpe-Bowker's Advertising Terms and Conditions. These can be obtained online at <http://www.thorpe.com.au/forms/files/Thorpetermsandconditions.pdf> or from our advertising sales manager.

Artwork

Artwork must be supplied to the following specifications:

Maximum file size: 150kb (please note that the maximum file size must be observed in every circumstance).

File format: Only GIF, JPEG or FLASH files will be accepted. Where FLASH files are provided, a GIF or JPEG alternative must also be provided, as FLASH animations will not appear in the body of the WBN email.

Colour setting: RGB

Hyperlinks: You must provide a hyperlink (URL) to link your display advertisement to another website (for example, your own website, a dedicated title website or author page). Hyperlinks should NOT be embedded in the GIF, JPEG or FLASH files, but should be provided separately.

Contact us for full technical specifications.

Classified advertisements contact:
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BOOKSELLER+PUBLISHER'S

LIBRARY NEWS

www.librarynews.com.au

BOOKSELLER+PUBLISHER

www.booksellerandpublisher.com.au

www.fancygoods.com.au

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we power the business of books.

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