ILA is a global organization. Literacy is our cause, our passion, and our reason for being.

We publish cutting-edge research on literacy and translate this research into high-quality resources for educators, students, and leaders involved in spreading literacy all across the world. Armed with the deep understanding of the history of reading, literacy research, and education, we advocate for teachers’ and students’ needs and set the standards for how literacy is taught and evaluated.

Our team, our members, and our worldwide community of literacy practitioners eat, sleep, and breathe literacy. Why? Because every day we see the power of literacy to change people’s lives: to help them develop their knowledge and potential, to earn their livelihood, to participate fully in their community and wider society, and to enjoy continuous learning and the fullness it brings to their lives.

OUR MISSION

We have one goal: literacy for all

By supporting ILA, your organization will become part of the global literacy revolution and reach a group of individuals who are committed to changing the world through literacy.

OUR MISSION RESONATES WITH

- Educators (classroom teachers, reading/literacy specialists, higher education faculty members, librarians)
- Administrators
- School and Government Leaders
- Researchers
- Students
- Tutors
- Families and Caregivers
- Consultants
- Champions (everyone who believes in the power of literacy)
Thousands of literacy educators, advocates, and leaders from around the world participate in the virtual professional learning events offered by the International Literacy Association (ILA). Now is the perfect time to join ILA in these efforts. ILA’s progressive approach to digital event design has garnered support from influencers in the field, attracting a diverse pool of literacy educators and boosting engagement.

These opportunities are a sampling of ways to get your people, products, and services in front of our growing audience. ILA is ready to work with you and your team to create a customized, multichannel package targeted to literacy professionals around the world.

**DIGITAL EVENT SPONSORSHIPS**

**ILA WEBINARS**
ILA Webinars are one-hour collaborative sessions that offer insights and resources from thought leaders in the field of literacy. These events explore timely topics through panel discussions, short talks, and audience Q&A. On-demand access is available for all registrants.

**ILA INTENSIVES**
ILA Intensives bring researchers and practitioners together on key literacy topics. These events include a variety of session formats, such as keynotes, panels, and short talks that provide insight into research and practical application. On-demand access is available for all registrants.

**SPONSORSHIP INVESTMENT: $500–$7,500**
Benefits can include:
- Recognition on ILA website, event registration page, marketing and confirmation emails, and social media
- Opportunity to recommend speakers
- Recognition of any speakers/moderators provided
- Digital advertisement in *Literacy Today* magazine
- Post event registration list for registrants who opt into sharing their information
- Recognition in post event email sent from ILA to all registered attendees with sponsor branding, logo, and links to resources/materials/publications
- Digital advertisement in the *Journal of Adolescent & Adult Literacy, The Reading Teacher,* and *Reading Research Quarterly*
- Enhanced features, such as video and interstitial spots in promotions and during an event
**Literacy Today**

ILA’s quarterly digital magazine reaches individual and institutional subscribers and is the leading source of information for literacy educators on trends in the classroom and resources that support instructional goals. Your ad will be positioned beside timely editorial content addressing the latest classroom, administrative, and curriculum issues. URLs and email addresses in ads will be linked to your website and contact.

**SPECIAL FEATURES**

- July/August/September 2021: *Joy in Literacy Instruction*
- October/November/December 2021: *Writing Instruction*
- January/February/March 2022: TBD
- April/May/June 2022: TBD

**ILA Hub**

The ILA Hub houses all of the ILA journals in digital formats. ILA members who access their journals online visit the Hub numerous times per month to view and download articles. With thousands of pageviews per month, an ad on the ILA Hub is sure to maximize your ROI!

**List Rental**

Want to market to ILA members and contacts via email or mail? ILA’s list rental services are managed by Rickard Squared.

Contact: Ray Tognella  
631.820.3704  
rtognella@rickard2.com
The Reading Teacher (RT)
Reach literacy educators of students up to age 12 through the #1 journal for reading professionals! Educators of younger children rely on RT’s indispensable editorial features that include Voices From the Classroom (essays by elementary school teachers) and Take Action! (a tool to help teachers use article content in their classrooms).

Get more information about The Reading Teacher at literacyworldwide.org/rt.

Journal of Adolescent & Adult Literacy (JAAL)
Engage with educators of students ages 12 and older through the only peer-reviewed professional journal that focuses exclusively on literacy education for adolescents and adults. JAAL provides an ideal editorial environment for products, services, and publications that support innovative, effective instruction for learners at the secondary level and beyond.

Get more information about the Journal of Adolescent & Adult Literacy at literacyworldwide.org/jaal.

Reading Research Quarterly (RRQ)
The demand for research-based reading instruction has put reading research front and center in the education community. Reach educators committed to scholarship on literacy among learners of all ages. These literacy professionals refer to the peer-reviewed articles in RRQ again and again to stay current with the knowledge base, to shape instructional practice, and to cite in their work.

Get more information about Reading Research Quarterly at literacyworldwide.org/rrq.
RESERVE YOUR 2021–2022 SPACE NOW!

For more information and to make reservations, contact advertising@reading.org.

LITERACY TODAY MAGAZINE  Circulation: 26,000

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THE READING TEACHER  Circulation: 13,000

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JOURNAL OF ADOLESCENT & ADULT LITERACY  Circulation: 9,000

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READING RESEARCH QUARTERLY  Circulation: 7,500

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WEBSITE ADVERTISING

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<tr>
<td>ILA Hub pages (300 x 250px)</td>
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ILA Journals

DIMENSIONS

1/2 horizontal

7" × 4.5"

1/4 page

3.25" × 4.25" must be boxed

PRODUCTION REQUIREMENTS

SCREEN
- No additional screen settings should be applied to any image.

DOCUMENT SETUP
- PDF, at least 150 dpi (including images and logos).

FILE FORMAT
- PDF/X1a.

COLOR SPACE
- There should be no ICC profiles attached to any bitmap image.

AD/EDITORIAL RATIO
- ILA must adhere to an established ad/editorial ratio. Ads are placed on a first-come, first-served basis, so please reserve early.

SUBMITTING AD MATERIALS
- Email a press-ready PDF to advertising@reading.org.

DEADLINES: RT AND JAAL

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<tr>
<th>Publication Month</th>
<th>Reservations Due</th>
<th>Materials Due</th>
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<td>Jul/Aug 2021</td>
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<td>Sept/Oct 2021</td>
<td>7/22/21</td>
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<td>Nov/Dec 2021</td>
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DEADLINES: RRQ

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<td>Apr/May/June 2022</td>
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ILA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.
**DIMENSIONS**

- **full page**
  - Trim: 8.375" × 10.875"
  - Live area: 7.375" × 9.875"
- **1/2 horizontal**
  - 7" × 4.5"
- **1/3 vertical**
  - 2.375" × 9.875"
- **1/3 horizontal**
  - 7.375" × 3.175"
- **1/4 page**
  - 3.25" × 4.25" must be boxed

**PRODUCTION REQUIREMENTS**

- **TRIM SIZE**
  - Full page 8.375" W × 10.875" H.
- **SCREEN**
  - No additional screen settings should be applied to any image.
- **DOCUMENT SETUP**
  - PDF, at least 150 dpi (including images and logos).
- **FILE FORMAT**
  - PDF/X1a.
- **COLOR SPACE**
  - There should be no ICC profiles attached to any bitmap image.
- **AD/EDITORIAL RATIO**
  - ILA must adhere to an established ad/editorial ratio. Ads are placed on a first-come, first-served basis, so please reserve early.
- **SUBMITTING AD MATERIALS**
  - Email a press-ready PDF to advertising@reading.org.

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**DEADLINES**

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**Digital Ads**

**PRODUCTION REQUIREMENTS**

- JPEG, GIF, or PNG file.
- Minimum 72 pixels per inch.
- Animated .GIFs are accepted.

**DEADLINES**

Online ads must be received by the last Monday of the month preceding the ad posting. Visitors who click on your ad will be taken to the link you provide.
Content
Advertising should not conflict with the mission and goals of the International Literacy Association. Ads for Reading Research Quarterly should be related to reading and educational research products, programs, and services and should reflect the scholarly nature of this publication.
ILA reserves the right to reject ads for reasons that include but are not limited to the following: inappropriate content; the appearance of direct or indirect endorsement of a commercial product or service (other than an ILA product or service) by an ILA Board member, officer, or senior manager, regardless of whether that endorsement takes the form of the use of the name, words, likeness, or other attribute; ads that simulate editorial content or content of an academic nature; and ads that exploit any specific portion of the professional content of the publication in which they are placed. Advertisers are responsible for submitting materials that comply with the production specifications set forth by ILA.

Contract
ILA does not guarantee a specific circulation or readership for an advertisement.
If fewer insertions than specified in the contract are used within one volume year, charges will be adjusted in accordance with established rates. Advertisers and their agents agree to indemnify and protect the publisher from all claims, actions, or expenses arising from advertising placed in an ILA publication.
The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. Cancellations will not be accepted after the closing date for reservations, and scheduled insertion will be billed regardless of whether the ad is printed in the issue.
Deadlines for reservations and receipt of copy must be observed. When new material is not received by the deadline date, a previous ad will be repeated whenever possible. Late ads will be held for the next issue.
Advertising space in specific issues is sometimes limited. In the event that all ad space has been allocated prior to the reservations deadline, ILA will notify the advertiser and upon approval, place the ad in the next issue. No conditions appearing on an insertion order, purchase order, or any other form presented to ILA will be binding if in conflict with our stated policies.

Billing Information
Current ILA advertisers or their designated agencies will be invoiced upon receipt of a signed insertion order. Proof of performance for digital advertisements can be sent digitally based on channel. Payment for each placement is required by the materials due date or your advertisement will not publish.
Advertisers who do not keep accounts up-to-date might be prohibited from advertising or required to prepay.

Commissions
All rates are net; no agency discount will be granted. The full invoice amount is due within thirty (30) days of the invoice date. ILA will hold both the advertiser and its agency liable for all payments due. Payment by the advertiser to the agency does not constitute payment to ILA.