

A young child with dark skin and short, curly hair is smiling and leaning their chin on a stack of colorful books. The child is wearing a red long-sleeved shirt. The background is a blurred library with bookshelves and another child reading in the distance.

# Advertising & Sponsorship Kit

2025–2026 | Literacy for Every Child, Everywhere

**The International Literacy Association (ILA) is a professional membership organization for literacy professionals across 128 countries. It was founded in 1956, under the name International Reading Association, and for nearly 70 years has supported educators, researchers, and experts from every corner of the world.**

We publish cutting-edge, peer-reviewed research; create and disseminate practical, evidence-based resources for educators; set standards for literacy professionals; recognize outstanding teacher preparation programs; support teachers, researchers, and literacy leaders with awards and grants; and provide impactful professional development and learning experiences through our digital events.

ILA is committed to diversity, equity, inclusion, and belonging—core values reflected in our mission and dedication to fostering a culture of acceptance in which every person feels safe and supported as their authentic selves. We believe that every child, everywhere, must be given equitable access to the education, opportunities, and resources needed to learn how to read, write, and communicate—not only to realize their full potential, but also to allow them to become citizens capable of participating in and contributing to their communities at every level.

## MISSION

ILA connects research and practice to improve the quality of literacy learning across the globe in ways that are respectful, responsive, and ethical. We advocate for equitable access to literacies among individuals of all ages and diverse communities as a basic human right and a matter of social justice.

## OUR MISSION RESONATES WITH

- Classroom Teachers
- Literacy Coaches
- Reading Specialists
- Principals and Administrators
- Literacy Leaders
- Researchers
- Preservice Teachers
- Higher Education Faculty



Thousands of literacy educators, advocates, and leaders from around the world participate in the virtual professional learning events offered by 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.

## Webinar Sponsorships

ILA's webinars focus on timely topics and research-based instruction and are ideal for literacy educators of all types. These online events feature leading voices in literacy instruction who translate the research into practice-ready information and offer the flexibility of on-demand learning if you can't attend live. On-demand access is available for all registrants for a minimum of three months and up to three years.

### Webinar sponsor benefits can include

- Recognition on ILA website, event registration page, marketing, confirmation, post-event emails, and social media
- Opportunity to recommend speakers
- Recognition of any speakers/moderators provided
- Digital advertisements in *Literacy Today* magazine, on the journals hub, newsletters, and career center
- Post-event registration lists for registrants who opt into sharing their contact information
- Enhanced features, such as video and interstitial spots in promotions and during an event





## Literacy Today

*Literacy Today* is ILA's digital magazine for members that empowers and inspires educators in every stage of their career. Issues focus on hot topics in the field and how they relate to high-quality instruction, examine the latest literacy research, and share stories from our global literacy network. 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 information.**

### PURCHASING POWER

**61%** of readers take action on ads they see in *Literacy Today*

**67%** of readers are involved in purchasing at the school level

**66%** of readers share their issue with an average of five others

Available in a digital format online with active hyperlinks in ads

## SPECIAL FEATURES

- July/August/September 2025: [Critical Thinking](#)
- October/November/December 2025: [Literacy Coaching](#)
- January/February/March 2026: [Global Perspectives on Literacy/70th Anniversary Special Issue](#)
- April/May/June 2026: [Disciplinary/Cross-Content Literacy](#)

## ILA Hub

With user-friendly content navigation and search features, the ILA Hub, hosted by Wiley Online Library, helps readers find recently published, most cited, and most read content quickly and easily. It receives thousands of pageviews per month, providing an ideal placement to maximize marketing and advertising ROI!

## Career Center

ILA's online Career Center is the leading tool for employers to recruit top-notch candidates in literacy education. Reach literacy professionals actively seeking to either start their career and those looking for their next opportunity.

## ILA Newsletters

### ***InsideILA***

ILA's exclusive digital member newsletter, *InsideILA* delivers new resources, recent and upcoming events, and featured benefits straight to our members' inbox. Ads are limited per issue to attract attention to each promotion and boost performance. *InsideILA* ads must contain an offer for ILA members.

### ***Research at the Ready***

A round-up of the most recently published articles from ILA's three academic journals, the *Research at the Ready* digest newsletter is sent to all ILA members. It includes a recent featured article and a list of open-access and subscription articles. In addition, it promotes ILA products, publications, and events that thematically relate to the featured article and other content to develop a cohesive flow.

## ***ILA Literacy Teaching & Learning SmartBrief***

This free, twice-weekly resource, delivered to ILA members and subscribers, is designed to keep literacy educators, researchers, and advocates informed about the most critical news and trends in literacy education. Advertising opportunities and placements for this newsletter are managed by SmartBrief.

Contact: Aaron Lawrence  
845.414.6056  
[aaron.lawrence@futurenet.com](mailto:aaron.lawrence@futurenet.com)

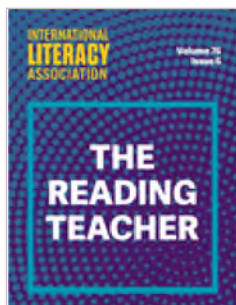
## **List Rental**

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

Contact: Amy Seyler  
631.820.3709  
[aseyler@rickard2.com](mailto:aseyler@rickard2.com)

## Journals Hub

Average monthly pageviews on all hub pages: 236,000



### ***The Reading Teacher (RT)***

The most popular journal for educators of literacy learners up to age 12, offering high-quality, evidence-based teaching tips and ideas plus the teacher perspective.

Get more information about *The Reading Teacher* at [literacyworldwide.org/rt](http://literacyworldwide.org/rt).

#### READERSHIP

##### Level of assignment:

- 78% school based
- 75% pre-K–6
- 6% middle and high school
- 12% higher education



### ***Journal of Adolescent & Adult Literacy (JAAL)***

The premier literacy-focused journal for teachers of older learners, providing high-quality, classroom-tested ideas as well as reflections on literacy trends, issues, and research.

Get more information about the *Journal of Adolescent & Adult Literacy* at [literacyworldwide.org/jaal](http://literacyworldwide.org/jaal).

#### READERSHIP

##### Level of assignment:

- 66% school based
- 16% pre-K–6
- 45% middle and high school
- 22% higher education



### ***Reading Research Quarterly (RRQ)***

The leading global journal offering multidisciplinary scholarship on literacy among learners of all ages, including the latest research studies (methods, results, effects, findings, and implications).

Get more information about *Reading Research Quarterly* at [literacyworldwide.org/rrq](http://literacyworldwide.org/rrq).

#### READERSHIP

##### Level of assignment:

- 60% school based
- 46% pre-K–6
- 14% middle and high school
- 28% higher education

## RESERVE YOUR 2025–2026 SPACE NOW

For more information and to make reservations, contact [advertising@reading.org](mailto:advertising@reading.org).

<b>LITERACY TODAY MAGAZINE</b> Circulation: 26,900					
Four Color:			Black and White:		
	1x	4x		1x	4x
<b>Cover 2</b>	\$4,200	\$3,400	<b>Full Page</b>	\$2,300	\$1,800
<b>Cover 3</b>	\$4,200	\$3,400	1/2 Page	\$1,400	\$1,200
<b>Cover 4</b>	\$4,500	\$3,600	1/3 Page	\$1,000	\$800
<b>Full Page</b>	\$3,800	\$3,000	1/4 Page	\$900	\$600
1/2 Page	\$2,000	\$1,600			
1/3 Page	\$1,400	\$1,000			
1/4 Page	\$1,000	\$800			

<b>WEBSITE ADVERTISING</b>			
	1 month	3 months	6 months
<b>ILA Hub pages</b>			
Average monthly pageviews: 191,000 (300 x 250px)	\$675	\$625	\$575
<b>Career Center</b>			
Average users per month: 3,300 (728 x 90px or 300 x 250px)	\$675	\$625	\$575
<b>Newsletters</b>			
Average recipients per issue: 11,000 (600 x 70px or 130 x 90px with text)	\$675	\$625	\$575

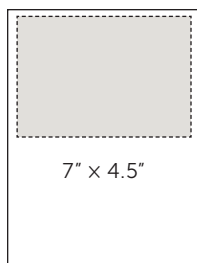
## Literacy Today

### DIMENSIONS

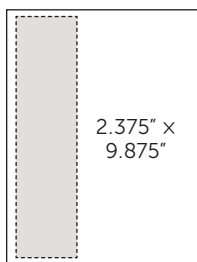
full page



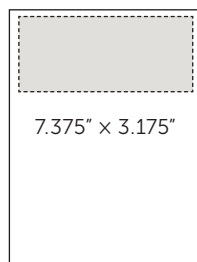
1/2 horizontal



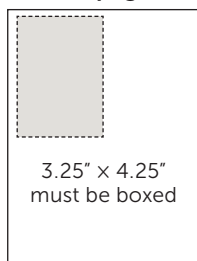
1/3 vertical



1/3 horizontal



1/4 page



### PRODUCTION REQUIREMENTS

#### TRIM SIZE

- Full page 8.375" W x 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 FORMATS

- PDF/X1a
- YouTube or Vimeo video files can be embedded in PDF ads

#### 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](mailto:advertising@reading.org).

ILA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

### DEADLINES

Publication Month	Reservations Due	Materials Due
Jul/Aug/Sept 2025	5/22/25	6/2/25
Oct/Nov/Dec 2025	8/22/25	9/3/25
Jan/Feb/Mar 2026	11/26/25	12/5/25
Apr/May/Jun 2026	2/20/26	3/3/26

## Hub Ads

### PRODUCTION REQUIREMENTS

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

### DEADLINES

Hub ads must be received 14 days prior to the ad posting. Visitors who click on your ad will be taken to the link you provide.