

INTERNATIONAL
LITERACY
ASSOCIATION

Advertising & Sponsorship Kit

2023–2024 | Literacy for Every Child, Everywhere

The International Literacy Association (ILA) is a professional membership organization of literacy educators, researchers, and experts spanning 128 countries. For more than 65 years, we have set the standard for how literacy is defined, taught, and evaluated.

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.

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.

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 for a minimum of three months and up to three years.

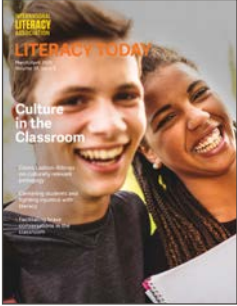
ILA INTENSIVES

ILA Intensives are three-hour events that bring researchers and practitioners together on key literacy topics. These events include a variety of session formats, such as keynotes, panels, and conversations that provide insight into research and practical application. On-demand access is available for all registrants for a minimum of six months.

Digital event sponsor 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 advertisements in *Literacy Today* magazine and on the ILA journals hub and Career Center
- Post-event registration lists for registrants who opt into sharing their information
- Recognition in post-event emails sent from ILA to all registered attendees with sponsor branding, logo, and links to resources/materials/publications
- 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 information.

SPECIAL FEATURES

- July/August/September 2023: [Protecting Children's Rights to Read](#)
- October/November/December 2023: [Dyslexia](#)
- January/February/March 2024: [Early Literacy](#)
- April/May/June 2024: [Literacy Assessments & Data](#)

ILA Hub

The ILA Hub houses all of the ILA journals in digital formats. ILA members 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!

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.

InsidELA

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

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

PURCHASING POWER

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

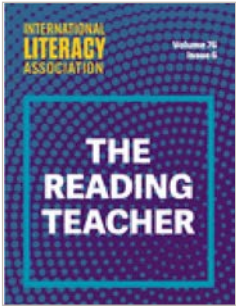
67% of readers are involved in purchasing at the school level

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

Available in a digital format online with active hyperlinks in ads

Journals Hub

Average monthly pageviews on all hub pages: 191,000



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).

READERSHIP

Level of assignment:

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

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.

READERSHIP

Level of assignment:

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

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.

READERSHIP

Level of assignment:

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

Get more information about *Reading Research Quarterly* at literacyworldwide.org/rrq.

RESERVE YOUR 2023–2024 SPACE NOW!

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

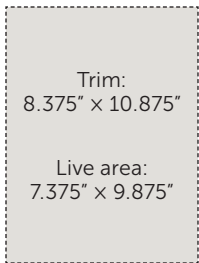
LITERACY TODAY MAGAZINE Circulation: 26,000					
Four Color:			Black and White:		
	1x	4x		1x	4x
Cover 2	\$4,200	\$3,400	Full Page	\$2,300	\$1,800
Cover 3	\$4,200	\$3,400	1/2 Page	\$1,400	\$1,200
Cover 4	\$4,500	\$3,600	1/3 Page	\$1,000	\$800
Full Page	\$3,800	\$3,000	1/4 Page	\$900	\$600
1/2 Page	\$2,000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

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

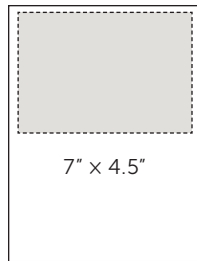
Literacy Today

DIMENSIONS

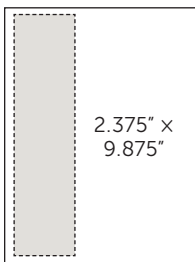
full page



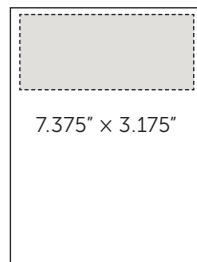
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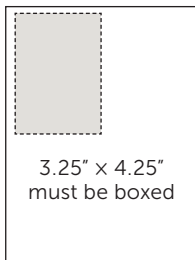
1/3 vertical



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.

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 2023	5/25/23	6/1/23
Oct/Nov/Dec 2023	8/25/23	9/1/23
Jan/Feb/Mar 2024	11/22/23	12/1/23
Apr/May/June 2024	2/23/24	3/1/24

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.

Content

Advertising should not conflict with the mission and goals of the International Literacy Association (ILA). 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.

International Literacy Association Advertising Department
PO Box 7168 | Newark, DE 19714-7168, USA