

ABOUT AGAINST THE GRAIN

Against the Grain (ISSN: 1043-2094) is your key to the latest news about libraries, publishers, vendors, and all players in the scholarly communication chain. Our goal is to link us all by reporting on the issues, literature, and people that impact the world of scholarly information. **Against the Grain** has been published in print since March 1989. We have evolved beyond print and have had a website for the past few years as well. In 2021, ATG will publish timely information online every day. We will continue to support the print journal for as long as it is sustainable. The print ATG is published six times a year in February, April, June, September, November, and December-January. In 2022, we will begin to publish the April, September, and December-January issues online-only and distribute them in PDF. The February, June, and November issues of ATG will be distributed in print for as long as advertising and subscribers support the transition. A subscription to ATG for 2021 will continue to be available at the same price as always \$55 U.S., \$65 Canada, \$95 other countries. Subscribers will have access to the **Charleston Hub** and the **ATG NewsChannel**. For information on how to subscribe to Against the Grain, visit: www.charleston-hub.com/.

ATG Subscriber Information

Our subscribers are decision-makers on everything ranging from purchasing supplies and services, to developing print and electronic collections, to deciding on the latest in technological innovations. Current Circulation is 9,448 total readers.

General Policy

All advertising is subject to the publisher's approval. The advertiser and the advertising agency assume liability for all content of advertisements and any claims against the publisher as the result of the advertisement.

In every issue of ATG we will feature four to six articles on a specific topic, include interviews with prominent people in the industry, and provide comments from luminaries on a range of subjects. There are open submissions, legally speaking articles, reviews of books and reference titles, reports of meetings (including the Charleston Library Conference, the Fiesole Retreats and others), and many individual articles by our regular columnists. Our readers value ATG as a timely and informative resource.

SPONSORED ISSUES — NEW IN 2022

Against the Grain Online-Only Issues

NEW in 2022, advertisers can Sponsor an online-only issue of ATG. Online-only issues will publish in April, September, and December-January. Sponsors can choose from a list of suggested topics or submit a topic of their own for approval. Sponsors will then submit four to six articles (1000-1800 words each) on the approved topic, plus one interview article (optional, 1000-1800 words), and artwork for a full page color ad. Price to sponsor an online-only issue is \$4,000.

Current list of Suggested Topics

Please try one out on us if it's not listed here. We love new topics!

What are the Pain Points that Must be Resolved in the Next Years?

What Success Stories Can You Share?

Innovations and Innovative Approaches

What is the Current Library Collection?

Should Libraries Still Have Collections?

Making Collections More Discoverable

Partnerships Between Libraries, Museums, Bookstores or Others

Discovery and Use of Special Collections

The Role of Marketing and Public Relations

The Role and Use of Platform Migration

Is Open Access the Endgame and is it Sustainable?

The Role of Smaller Publishers and Companies in the Networked World

The Role of the End User

Who is the End User?

Other topics include: Collection Development; Technology Selection; Partnership Strategies; Discovery Services; Platform Management and Migration; Business Model Sustainability; Dealing with Evolving Legal Issues; Ways to Increase Focus on the End-user; Changes in Higher Education Technologies; Negotiation Strategies; Publisher Relations.

To discuss Sponsoring or Editing an Issue Contact:

Tom Gilson <GilsonT@cofc.edu> or Katina Strauch <kstrauch@comcast.net> or call 843-509-2848.

PRINT AD RATES & SPECIFICATIONS

Advertising Rates for Volume 33 - 2021

Rates are based on the number of insertions in a 12-month period.

Ad Size and Color – sizes shown width x height	1X	3X	6X
Full Page – 4 color ad – 7 x 10 inches	\$2175	\$2025	\$1900
Full Page – black & wht ad – 7 x 10 inches	\$1000	\$850	\$725
1/2 Page – 4 color ad – 7 x 5 inches	\$1150	\$1025	\$950
1/2 Page – black & wht ad – 7 x 5 inches	\$775	\$650	\$575
1/3 Page – black & wht ad – 2-1/4 x 10 inches	\$575	\$450	\$375
1/4 Page – black & wht ad – 3-1/2 x 5 inches	\$525	\$400	\$325

Added fees for Prime page positions. (Prime pages reserved for Color ads only.)

Cover 2, Cover 3, or Cover 4	\$300	\$250	\$200
Page 3, Page 5, or Page 7	\$200	\$175	\$150
Page 9, Page 11, or Page 13	\$175	\$150	\$125

Closing Dates for Volume 33 - 2021

Issue	Ad Reservations	Camera-Ready Copy
February	January 5, 2021	January 19, 2021
April	February 18, 2021	March 11, 2021
June	April 1, 2021	April 22, 2021
September	June 10, 2021	July 8, 2021
November	August 12, 2021	September 2, 2021
December/January	November 4, 2021	November 22, 2021

Print Ad Specifications

Advertisements should be provided as press quality PDF files. Fonts and graphics should be embedded (not linked). The final trim size is 8-1/2" x 11" for this publication. PDF files can be submitted via email to Toni Nix <justwrite@lowcountry.com>.

PDF files for black and white ads should not contain any color images or text. Four color ads should be created to print as CMYK/process color. Please include register marks within your file to ensure proper registration. Full page ads with bleeds require a 1/8" trim area on all sides that bleed. A full page bleeding ad should be an overall size of 8-3/4" x 11-1/4" with the live image area not to exceed 7-1/2" x 10-1/2" (preferred).

PRINT AD INSERTION ORDER FORM

Advertiser Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____

SELECT THE ATG ISSUES FOR AD INSERTION

- v.33 #1, February 2021 v.33 #3, June 2021 v.33 #5, November 2021
 v.33 #2, April 2021 v.33 #4, September 2021 v.33 #6, Dec. 2021 - Jan. 2022

QUANTITY	SIZE & COLOR	1X RATE	3X RATE	6X RATE	SUBTOTALS
_____	<input type="checkbox"/> Full Page 4 Color	<input type="checkbox"/> \$2175	<input type="checkbox"/> \$2025	<input type="checkbox"/> \$1900	\$ _____
_____	<input type="checkbox"/> Full Page B & W	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$ 850	<input type="checkbox"/> \$ 725	\$ _____
_____	<input type="checkbox"/> 1/2 Page 4 Color	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$ 950	\$ _____
_____	<input type="checkbox"/> 1/2 Page B & W	<input type="checkbox"/> \$ 775	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 575	\$ _____
_____	<input type="checkbox"/> 1/3 Page B & W	<input type="checkbox"/> \$ 575	<input type="checkbox"/> \$ 450	<input type="checkbox"/> \$ 375	\$ _____
_____	<input type="checkbox"/> 1/4 Page B & W	<input type="checkbox"/> \$ 525	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$ 325	\$ _____

ADDED FEES FOR PRIME POSITIONS *(if applicable)* NOTE: Prime positions are reserved for color ads only

- Cover 2 Cover 3 Cover 4 \$ 300 \$ 250 \$ 200 \$ _____
 Page 3 Page 5 Page 7 \$ 200 \$ 175 \$ 150 \$ _____
 Page 9 Page 11 Page 13 \$ 175 \$ 150 \$ 125 \$ _____

TOTAL DUE \$ _____

Bill To Address *(if different from above)* _____

Special Terms *(if applicable)* _____

Authorized Signature _____ Date _____

To Submit Insertion Order Forms, Artwork Files, or Request Additional Information

Contact: Toni Nix, Ads Manager. Email: <justwrite@lowcountry.com>.

Phone: 843-835-8604. Fax: 843-835-5892.