



MEDIA GUIDE

2021-2022

WELCOME TO CHARLESTON HUB

Welcome to the brand new **Charleston Hub**—incorporating **The Charleston Library Conference, Against the Grain**, and many associated offerings.

It all started with the **Charleston Conference**, an informal annual gathering of librarians, publishers, electronic resource managers, consultants, and vendors of library materials in Charleston, SC, in November, to discuss issues of importance to them all. **Against the Grain** was born in 1989 as a way for conference attendees to keep in touch more often than once a year. The **Charleston Library Conference** is designed to be a collegial gathering of individuals from different areas who discuss the same issues in a non-threatening, friendly, and highly informal environment. Presidents of companies discuss and debate with library directors, acquisitions librarians, reference librarians, serials librarians, web development librarians, systems and electronic resources librarians, collection development librarians, and many, many others. Begun in 1980, the **Charleston Conference** has grown from 20 participants in 1980 to thousands in 2018. In 2020 the **Charleston Library Conference** was invited to present programs during the 2020 Frankfurt Book Fair and plans are to continue the arrangement.

Our resources include the print publication **Against the Grain** which began in 1989 and has expanded its online offerings to include:

- The ATG NewsChannel (ATG's website)
- The ATG Career Center
- ATG Standalone eBlasts
- ATG Briefings
- Charleston Conference Proceedings
- The ATG Jobbank
- ATG Broadcast eNewsletters
- ATG Podcasts and Webinars
- Charleston Voices

KEY WEBSITE STATS

For ATG and Charleston Library Conference Websites

The **Charleston Hub** was created in 2020 to bring together the various websites associated with the **Charleston Library Conference** and all **Against the Grain** resources into one site allowing a unified search screen making it easier to lookup information and one point of registration for both the site and the conference **Charleston Hub** brings together librarians, vendors, publishers and associated members of the information chain to discuss areas of common interest and concern.

The **CharlestonHub** website will unify content, search, and registration from the **Against the Grain** Website and the **Charleston Library Conference** Website for one-stop access to industry news, thought leadership, and conference details and proceedings. The new **Charleston Hub** will allow visitors to more easily discover complementary content from each site to deepen engagement, while also consolidating traffic for greater advertising exposure. Site visitors will continue to enjoy a sought-after and robust content library including daily industry updates, full-text **Against the Grain** print issues, job openings, conference announcements, as well as highly popular webcasts and the “If Rumors Were Horses” column by Katina Strauch, Editor.

These stats cover a 12-month period: August 2019 - August 2020

Site Users*	More than 122,000
New vs. Returning Users (ATG)	89% / 11%
New vs. Returning Users (Charleston)	86% / 14%
Pageviews	More than 188,000
Unique Pageviews	Approx. 99,800 (53%)

*Does not account for duplicate users.

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. USPS Mail: Toni Nix, P.O. Box 412, Cottageville, SC 29435.

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.

ONLINE AD RATES

Emailed Advertising Options

ATG Broadcast eNewsletters are deployed six times per year, 2-4 weeks after each print (or online) issue is published. The ATG Broadcast includes links to access the full text of each article appearing in that print (or online) issue and has an average open rate of 42% and a click through rate of 20%. You will provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rates shown are based on the number of insertions in a 12-month period.

Email / Newsletter Ad Size	1X	3X	6X
Leaderboard Banner 488 x 60 – top of newsletter limit 1 leaderboard ad per issue	\$725	\$625	\$525
Vertical Banner 120 x 240 – right margin limit 1 vertical ad per issue	\$650	\$550	\$450
Square Button 125 x 125 – right margin limit 3 button ads per issue	\$500	\$425	\$350

Closing Dates in 2021

Issue	Ad Reservations	Artwork due Dates
February	Jan. 14, 2021	Jan. 28, 2021
April	March 11, 2021	March 25, 2021
June	May 13, 2021	May 27, 2021
September	August 12, 2021	August 26, 2021
November	Oct. 14, 2021	Oct. 28, 2021
December-January	Dec. 2, 2021	Dec. 16, 2021



Stand Alone eBlasts are emails we deploy on your behalf to our ATG subscribers and Charleston Library Conference attendees. You will provide an HTML file 2 weeks prior to the deploy date, along with the subject line to be used. These are limited to 2 eBlasts per month and deploy on the 1st and 3rd Tuesdays of each month. The price is \$1,500 per eBlast.

ONLINE AD INSERTION ORDER

For Emailed Advertising Options

Advertiser Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____

ATG Broadcast eNewsletters — Select Issues and Ad Size

- February 2021 June 2021 November 2021
 April 2021 September 2021 December 2021 - January 2022

QUANTITY	AD SIZE	1X RATE	3X RATE	6X RATE	SUBTOTALS
_____	<input type="checkbox"/> Leaderboard Banner	<input type="checkbox"/> \$ 725	<input type="checkbox"/> \$ 625	<input type="checkbox"/> \$ 525	\$ _____
_____	<input type="checkbox"/> Vertical Banner	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 450	\$ _____
_____	<input type="checkbox"/> Square Button	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 425	<input type="checkbox"/> \$ 350	\$ _____

Please list the URL to which your ad should be linked _____

Stand Alone eBlasts — Select Month(s) and 1st or 3rd Tuesday Preference

- Feb. 21 1st or 3rd Tues. June 21 1st or 3rd Tues. Oct. 21 1st or 3rd Tues.
 Mar. 21 1st or 3rd Tues. July 21 1st or 3rd Tues. Nov. 21 1st or 3rd Tues.
 Apr. 21 1st or 3rd Tues. Aug. 21 1st or 3rd Tues. Dec. 21 1st or 3rd Tues.
 May 21 1st or 3rd Tues. Sept. 21 1st or 3rd Tues. Jan. 22 1st or 3rd Tues.

QUANTITY _____ eBlast(s) \$1500 each **SUBTOTAL** \$ _____

*HTML files must be received 2 weeks prior to the selected deploy date for all eBlasts.
Sorry, no exceptions. eBlasts canceled with less than 4 weeks notice will be billed at half rate.*

TOTAL DUE \$ _____

Bill To Address (if different from above) _____

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.

ONLINE AD RATES

Website Advertising

ATG Home Page Ads

One Leaderboard Banner position (728 x 90 pixels) is available. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.



Charleston Conference Home Page Ads

One Leaderboard Banner position (728 x 90 pixels) is available. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.

Charleston Hub Website Ads

One Leaderboard Banner position (728 x 90 pixels) is available on the home page. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.

One right side Button position (300 x 250 pixels) is available which appears on most secondary pages within the Charleston Hub website. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate is \$800 for 120 days.



ONLINE AD RATES

Website Advertising

Advertiser Information

Contact Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____

Email _____

Charleston Hub Website Ads

POSITION	SIZE	START DATE	END DATE	RATE
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Against the Grain

<input type="checkbox"/> Home Page	<input type="checkbox"/> Leaderboard Banner (728 x 90 pixels / 200k or less / 120 days)	_____	_____	\$ 800
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Charleston Conference

<input type="checkbox"/> Home Page	<input type="checkbox"/> Leaderboard Banner (728 x 90 pixels / 200k or less / 120 days)	_____	_____	\$ 800
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Charleston Hub

<input type="checkbox"/> Home Page	<input type="checkbox"/> Leaderboard Banner (728 x 90 pixels / 200k or less / 120 days)	_____	_____	\$ 800
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<input type="checkbox"/> Secondary Pages	<input type="checkbox"/> Right side Button (300 x 250 pixels / 200k or less / 120 days)	_____	_____	\$ 800
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JPG, GIF, or PNG files must be received 2 weeks prior to the start date. Sorry, no exceptions.

Please list the URL to which your ad should be linked _____

TOTAL DUE \$ _____

Bill To Address (if different from above) _____

Authorized Signature _____ Date _____

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