



# MEDIA GUIDE

## 2022-2023

## WELCOME TO CHARLESTON HUB

Welcome to the **Charleston Hub** — your online gateway to **The Charleston Library Conference, Against the Grain**, blog posts, daily news, job updates, and more.

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 the first year to thousands in 2021. In 2020 the **Charleston Library Conference** was invited to present programs during the Frankfurt Book Fair and future plans for Frankfurt are tentative.

Our resources include **Against the Grain** (to become an eJournal publication in 2022) which began publishing in 1989 and has expanded its online offerings to include:

- ATG Standalone eBlasts
- The ATG Career Center
- The ATG Job Bank
- Charleston Briefings
- Charleston Conference Proceedings
- ATG Broadcast eNewsletters
- ATG Podcasts
- Charleston Webcasts
- Charleston Virtual Events
- Charleston Voices

# KEY WEBSITE STATS AND SUBSCRIBER INFO

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. The **Charleston Hub** brings together librarians, vendors, publishers and associated members of the information chain to discuss areas of common interest and concern.

The **Charleston Hub** unifies content, search, and registration from **Against the Grain** and the **Charleston Library Conference** for one-stop access to industry news, thought leadership, and conference details and proceedings. The **Charleston Hub** allows 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** eJournal 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: October 2020 - September 2021**

Site Users ..... More than 156,000  
Pageviews ..... More than 202,300  
Unique Pageviews..... Approx. 167,600 (83%)  
Views by Country (as available): 53,000 US; 4,500 Canada; 3,600 UK; 1,600 France;  
6,400 HK; 1,600 China; 1,000 Germany; 6,800 other.

## **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. Our current combined subscriber base is 6,088 total readers.

## **To submit Insertion Order Forms, Artwork Files, or Request Additional Information Contact:**

Toni Nix, Ads Manager. Email: <justwrite@lowcountry.com>. Phone: 843-835-8604.  
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. ATG will continue to publish timely information online every day.

In 2022, we will begin publishing **Against the Grain** as an eJournal. The eJournal will be published six times a year in February, April, June, September, November, and December-January. Publishing as an eJournal will allow us to offer interactive ads to advertisers. The eJournal will be distributed in PDF to our ATG subscribers, Charleston Library Conference attendees, and registered members on the Charleston Hub.

A subscription to ATG in 2022 will be available for \$55 per year. Subscribers will have access to the **Charleston Hub** and **Against the Grain**. For information on how to subscribe, visit: [www.charleston-hub.com/](http://www.charleston-hub.com/).

## **NEW in 2022 — ATG Special Reports**

**Against the Grain** will begin publishing Special Reports on timely topics. These will be in addition to our eJournal issues and will be published on an ad hoc basis. If you'd like to provide content for a Special Report please reach out to Tom Gilson <GilsonT@cofc.edu> or Katina Strauch <kstrauch@comcast.net> for more details.

## **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 — BOOK NOW FOR 2023

## **Against the Grain Sponsored Issues**

Now accepting reservations for 2023 issues. Advertisers can now Sponsor an eJournal issue of ATG. 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 ATG eJournal 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.

# EJOURNAL AD RATES & SPECIFICATIONS

## Advertising Rates for Volume 34 - 2022

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

<b>Ad Size and Color</b> – sizes shown width x height	<b>1X</b>	<b>3X</b>	<b>6X</b>
Full Page – color ad – 8-1/2 x 11 inches	\$2175	\$2025	\$1900
Full Page – black & wht ad – 8-1/2 x 11 inches	\$1000	\$850	\$725
1/2 Page – color ad – 8-1/2 x 5-1/2 inches	\$1150	\$1025	\$950
1/2 Page – black & wht ad – 8-1/2 x 5-1/2 inches	\$775	\$650	\$575
1/4 Page – black & wht ad – 3-1/2 x 5 inches	\$550	\$425	\$350

Added fees for Prime page positions. (Primes reserved for Full page 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 34 - 2022

<b>Issue</b>	<b>Ad Reservations</b>	<b>Camera-Ready Copy</b>
February	January 4, 2022	January 18, 2022
April	February 17, 2022	March 10, 2022
June	April 7, 2022	April 21, 2022
September	June 9, 2022	July 14, 2022
November	August 11, 2022	September 1, 2022
December/January	November 3, 2022	November 21, 2022

## eJournal Ad Specifications

Advertisements should be provided as press quality PDF files. Fonts and graphics should be embedded (not linked). Full page ads can include embedded videos as well (MP3 and MP4 compressed files). All ads (full and partial page) can include live URLs and email addresses. 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](mailto:justwrite@lowcountry.com)>.

PDF files for black and white ads should not contain any color images or text. Color ads can be created to appear in CMYK or RGB color. Registration marks and trim areas for ads with full bleeds are no longer required. Please provide your PDF file in the final ad size as listed above (i.e., full page ad would be provided as 8-1/2" x 11").

# EJOURNAL AD INSERTION ORDER FORM

## Advertiser Information

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### SELECT THE ATG ISSUES FOR AD INSERTION

- v.34 #1, February 2022       v.34 #3, June 2022       v.34 #5, November 2022  
 v.34 #2, April 2022       v.34 #4, September 2022       v.34 #6, Dec. 2022 - Jan. 2023

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"/> 1/4 Page B & W	<input type="checkbox"/> \$ 550	<input type="checkbox"/> \$ 425	<input type="checkbox"/> \$ 350	\$ _____

### ADDED FEES FOR PRIME POSITIONS *(if applicable)*

PLEASE NOTE: Prime positions are reserved for Full page 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 <justwrite@lowcountry.com> Phone: 843-835-8604

# ONLINE AD RATES

## Emailed Advertising Options

**ATG Broadcast eNewsletters** are deployed six times per year, 2-4 weeks after each eJournal issue is published. The ATG Broadcast includes links to access the full text of each article appearing in an eJournal 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 & left margins limit 2 vertical ads per issue	\$650	\$550	\$450
Square Button 125 x 125 – right & left margins limit 4 button ads per issue	\$500	\$425	\$350

### Closing Dates in 2022

Issue	Ad Reservations	Artwork due Dates
February	Jan. 13, 2022	Jan. 27, 2022
April	March 10, 2022	March 24, 2022
June	May 12, 2022	May 26, 2022
September	August 11, 2022	August 25, 2022
November	Oct. 13, 2022	Oct. 27, 2022
December-January	Dec. 8, 2022	Dec. 22, 2022

**Stand Alone eBlasts** are emails we deploy on your behalf to our ATG subscribers, Charleston Library Conference attendees, and registered members on the Charleston Hub. 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 \$1,650 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 2022       June 2022       November 2022  
 April 2022       September 2022       December 2022 - January 2023

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. 22    1st or  3rd Tues.       June 22    1st or  3rd Tues.       Oct. 22    1st or  3rd Tues.  
 Mar. 22    1st or  3rd Tues.       July 22    1st or  3rd Tues.       Nov. 22    1st or  3rd Tues.  
 Apr. 22    1st or  3rd Tues.       Aug. 22    1st or  3rd Tues.       Dec. 22    1st or  3rd Tues.  
 May 22    1st or  3rd Tues.       Sept. 22    1st or  3rd Tues.       Jan. 23    1st or  3rd Tues.

QUANTITY \_\_\_\_\_    eBlast(s)       \$1,650 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 <justwrite@lowcountry.com> Phone: 843-835-8604

# ONLINE AD RATES

## Website Advertising

### ATG Home Page Ads

One Leaderboard Banner position (728x90 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 \$1,000 for 120 days.



### Charleston Conference Home Page Ads

One Leaderboard Banner position (728x90 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 \$1,000 for 120 days.

### Charleston Hub Website Ads

One Leaderboard Banner position (728x90 pixels) is available on the home page. One right side Button position (300 x 250 pixels) is also 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 for either size is \$1,000 for 120 days.



### Website Ads on Vendor Product Database Directory Home Page

One Leaderboard Banner position (728x90 pixels) and one right side Button position (300x250 pixels) are available. You provide a JPG, GIF, or PNG file (200k or less) along with the URL the ad should link to. Rate for either size is \$1,000 for 120 days.

# ONLINE AD INSERTION ORDER

For 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

Home Page       Leaderboard Banner \_\_\_\_\_      \$ 1,000  
(728 x 90 pixels / 200k or less / 120 days)

#### Charleston Conference

Home Page       Leaderboard Banner \_\_\_\_\_      \$ 1,000  
(728 x 90 pixels / 200k or less / 120 days)

#### Charleston Hub

Home Page       Leaderboard Banner \_\_\_\_\_      \$ 1,000  
(728 x 90 pixels / 200k or less / 120 days)

Secondary Pages       Right side Button \_\_\_\_\_      \$ 1,000  
(300 x 250 pixels / 200k or less / 120 days)

#### Vendor Product Database Directory

Leaderboard Banner (728 x 90 / 200k / 120 days) \_\_\_\_\_      \$ 1,000

Right side Button (300 x 250 / 200k / 120 days) \_\_\_\_\_      \$ 1,000

**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 \_\_\_\_\_

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

**Contact:** Toni Nix, Ads Manager <justwrite@lowcountry.com> Phone: 843-835-8604