

# KEY WEBSITE STATS AND SUBSCRIBER INFO

For ATG and Charleston Library Conference Websites

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. Our goal is to bring together librarians, vendors, publishers and associated members of the information chain to discuss areas of common interest and concern.

Our unified site allows visitors to more easily discover complementary content 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 Emerita.

## **Key Website Stats from January 2023 - December 2023**

Site Users: More than 85,000 — Average Monthly Users: 7,091

Pageviews: More than 282,000 — Average Monthly Pageviews: 23,567

Views by Country (as available): 62,239 US; 4,692 UK; 3,530 Canada; 1,151 India; 1,420 Germany; 1,427 China; 6,000 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 just under 8,000 total readers.

## **To submit Insertion Orders, Ad Files, or Request Ad'd'l Info Contact:**

Toni Nix, Ads Manager. Email: <justwrite@lowcountry.com>. Phone: 843-835-8604.  
USPS Mail: Toni Nix, P.O. Box 412, Cottageville, SC 29435.

## **To sponsor Podcasts or Webcasts (see details on next page) Contact:**

Caroline Goldsmith, Manager, Charleston Hub.

Email: <caroline@charlestonlibraryconference.com>

# ATG THE PODCAST AND WEBCASTS

## Sponsorship Support Opportunities

### **ATG the Podcast**

Our ATG Podcast Episodes air on Mondays and feature new interviews and Charleston Library Conference content. You can view a list of recent podcasts [HERE](#). Brief descriptions for Podcast options are noted below. Full details are located [HERE](#).

30 second commercial spot for \$250 if you provide a finished mp3 audio file to us — or \$350 if you provide the script and a Charleston Conference or Against the Grain executive staff member records your message.

Sponsorship support of a regularly scheduled episode is \$500 which includes a message from our staff at the beginning and end of the content thanking you.

Sponsor a podcast episode for \$800 in which you provide the content and speakers for the entire episode. Charleston Conference/ATG staff can be included to conduct interviews or to do the intros/outros if desired. Script and content must be reviewed and approved by ATG prior to recording.

### **Webcast Support Opportunities**

We are excited to offer a new, year-round opportunity to engage the audience and community surrounding our annual conference event. We have hosted a successful series of webcasts on topics such as marketing in the library, misinformation, end of year spending, and more. Registration is free; these are consistently well attended, with very positive feedback received. Videos of previously recorded webcasts are available [HERE](#). Two levels of sponsorship are available — brief descriptions are noted below. You can also read or download our brochure with all the details [HERE](#).

1) Charleston Conference Webcasts — monthly sessions presented by invited speakers with the purpose of providing educational opportunities on topics of interest for librarians, publishers, and vendors. 60-minute sessions which include audience engagement, Q&A, attendee chat, and poll questions. Contact Caroline Goldsmith for pricing and availability. <caroline@charlestonlibraryconference.com>

2) Charleston Conference Vendor Information Webcasts — these sessions are paid opportunities for a publisher or vendor to host a webcast which features a particular product or resource, or to present a topic that would be of interest to the Charleston Library Conference audience. All proposals will be reviewed by the conference planning group. Cost is \$2,500 per webcast.