



LibraryWorks

# 2026 Media Kit

Targeted, responsive marketing  
to library decision makers

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1994

32

2026

YEARS OF SERVING LIBRARIES



"LibraryWorks has been instrumental in expanding our reach to librarians across the country. Within minutes of sending a personalized eBlast, we receive numerous free trial requests and inquiries from our target audience, which frequently convert to sales."

**Rebecca Bonifacio, Marketing Manager | BookPage**



"The MLA's are a great way to establish yourself as a quality library vendor organization. We plan to continue to participate in the years ahead."

**Talia Richards-Resendes, Vice President  
of Marketing | Springshare**



"Mackin has worked with LibraryWorks for nearly a decade. Their exceptional advertising opportunities and esteemed awards program consistently offer valuable avenues for us to explore. The exposure and attentive service we receive are both invaluable and reassuring, making our ongoing collaboration with them incredibly rewarding."

**Troy Mikell, Director of Marketing & Advertising | Mackin**



"We highly recommend other companies to enter their products in the Modern Library Awards. The program not only celebrates outstanding achievements but also offers valuable exposure and feedback, making it an exceptional opportunity for any product in the industry."

**Kaycee Jaeger, Marketing Director |  
e-ImageData Corp.**



"Quipu Group is a company that is very frugal with our advertising budget. We always try to find the advertising option that will get the word out to the right people, with the least amount of expenditure. When one of our marketing consultants suggested advertising with LibraryWorks, I was not confident this was going to be a productive use of our resources. Our consultant was right, the ads we have placed with LibraryWorks have been very successful and we have seen a great return on investment. Not only do we get reports on who is clicking on our LibraryWorks ads, we are also getting direct contact from leads every time we have an ad go out."

**Melissa Stockton, Partner | Quipu Group**





# Who We Are

**WE ARE COMMITTED.** LibraryWorks, Inc. publishes information to help administrators in libraries of all types as they navigate day-to-day and strategic challenges. Our newsletters and websites focus on leadership, technology, planning, innovation, funding, and more to promote organizational success.

**WE ARE EFFECTIVE.** We deliver on your marketing investment. LibraryWorks serves more than 80,000 subscribers each month, through its websites, e-newsletters, webinars, videos, award programs, and research reports. We match you, the library supplier, with a high-quality audience and the targeted, responsive marketing tools you need to reach your best sales prospects—at a rate that fits your budget.

**WE ARE PREFERRED.** Since 1994, public, academic, K-12, and special libraries have relied on LibraryWorks at each decision point, from planning, evaluation and purchasing to disaster recovery.

E-Newsletters

Web & Mobile

Email Campaigns

Industry Recognition

2026 MODERN LIBRARY AWARDS

## LibraryWorks:

# Your library marketing partner



### WEBINARS

Webinars can be a key marketing tool. Invite prospects and customers to learn about a new product, profit from your subject matter expertise, or just to find out what makes you a fit for them.



### FEATURED & CUSTOM VIDEOS

1-to-3-minute professionally hosted and produced videos promoting your company and its products or services. Distributed to LibraryWorks readers and audiences you specify.

# Audience

Subscribers by Title/Function	Count
Access Services	5,315
Acquisitions/Collection Development	19,042
Archival/Conservation/Preservation	5,111
Audiovisual/Multimedia	4,046
Automation/Technology	10,001
Branch Head/Manager/Supervisor	10,500
Business/Finance/Purchasing	4,142
Children/Young Adults	19,245
Circulation	9,326
City/County/State Librarian	2,024
Electronic Resources Management	14,115
Interlibrary Loan	5,041
Library Cooperatives/Consortia/Systems	922
Library Director/Head Librarian/Administrator	21,250
Public Services	5,043
Reference Services	7,025
School Librarian/Media Specialist	19,504
Serials	4,122
Special Collections	4,942
Technical Services	7,032
Library Deans/University Librarians	4,114
<b>Total*</b>	<b>181,862</b>

\*Total exceeds 83,929 due to overlap of titles and functions

Subscribers by Type of Library	Count
<b>Academic</b>	<b>32,127</b>
* Academic (2-year)	7,947
* Academic (4-year)	24,180
<b>K-12 Schools</b>	<b>10,964</b>
* Elementary	4,799
* Middle	3,281
* High	2,884
<b>Public</b>	<b>30,466</b>
<b>Special</b>	<b>10,372</b>
* Corporate	1,151
* Government/Institutional	2,026
* Law	3,428
* Medicine	3,767
<b>Total</b>	<b>83,929</b>



"Over the past decade, SenSource has proudly partnered with LibraryWorks to connect with library professionals. (They) are a pleasure to work with and are dedicated to promoting our products through eblasts, webinars, and the Modern Library Awards. Thanks to LibraryWorks, we've seen a significant increase in library customers. We truly value this longstanding partnership and look forward to many more years of successful collaboration."

Andy Clutter, Director of Sales and Marketing | SenSource

# E-Newsletters

## Books, Bytes & Beyond

Serving librarians responsible for acquisitions, collection development, electronic resources, serials, and AV/media, Books, Bytes & Beyond showcases new and notable books, periodicals, online resources, and media releases for libraries.

## Library Products & Services News

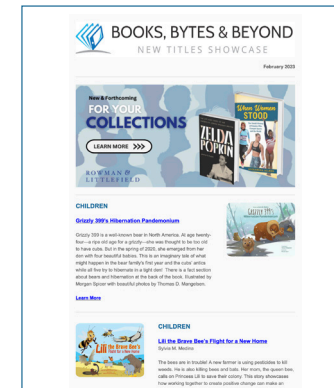
Library Products & Services News keeps decision makers abreast of new and noteworthy products and services for public, academic, K-12, and special libraries.

## We have active subscribers

**High click through rates, 100% opt-in audience, electronic delivery of leads ... For timely follow up**



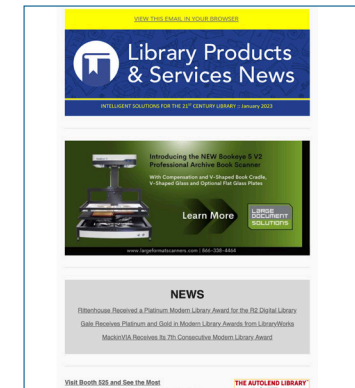
**Target** more than **80,000** library decision makers each week with business-generating ads, banners or an editorial presence



Frequency:	Monthly
Circulation:	59,746
Average Opens:	51.0%
Average Clicks:	42.14%

Controlled Circulation

**SAMPLE ISSUE**



Frequency:	Monthly
Circulation:	65,819
Average Opens:	48.1%
Average Clicks:	39.02%

Controlled Circulation

**SAMPLE ISSUE**



“Working with LibraryWorks over more than seven years has been an absolute pleasure. They help us deliver amazing value to our publisher members by sending eblasts to their opt-in list of librarians, providing us with actionable lead lists our publishers can use to follow up with the librarians who are interested in what they’re publishing. It’s a win on all sides - a win for our not-for-profit association, a win for our independent publisher members, a win for librarians who get to discover new books that are interesting to them, and a win for LibraryWorks - because we’re going to keep working with them! (They) could not be nicer and have spoiled me for working with other companies: I’ve come to expect LibraryWorks-level awesomeness”

**Lee Wind, Chief Content Officer | Independent Book Publishers Association**



# E-Newsletters

# Advertising Options

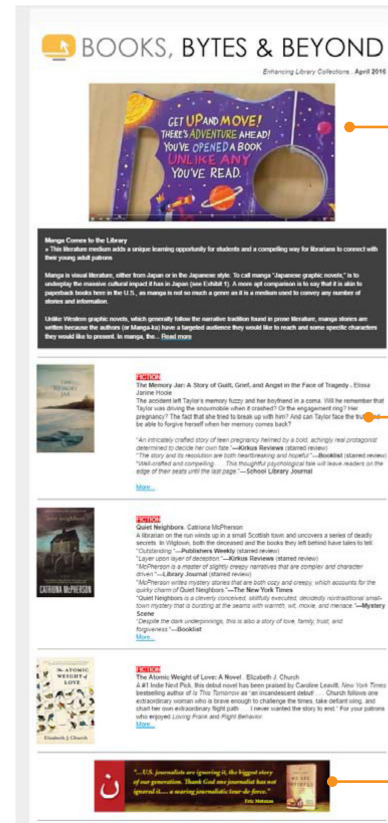
Showcase  
Ads

Press  
Releases

Featured Listings  
With Descriptive  
Text, Image and  
Trackable URL

Banner  
Ads

Sponsored  
Editorial



Showcase  
Ads

Featured Listings  
With Descriptive  
Text, Image and  
Trackable URL

Banner  
Ads

“Partnering with LibraryWorks has been instrumental in our growth at Brainfuse. Their comprehensive approach to marketing has provided us with unparalleled visibility among libraries nationwide, driving significant interest in our HelpNow Virtual Learning System. Working with LibraryWorks has been a delight; their team is incredibly supportive and insightful, tailoring their services to meet our specific needs. The exposure through their e-newsletters, webinars, and videos has been invaluable. For any company looking to enhance its reach and impact in the library sector, LibraryWorks offers exceptional resources and expertise that can truly elevate your business.”

Kris Lecciso, Director | Brainfuse



# Video

**LibraryWorks TV** combines hosted video and live talent with your message and custom script and graphics to deliver a superb medium to generate interest in your products. Video marketing results in **seven times viewer engagement** over all other types of e-marketing. LibraryWorks TV makes video easy for you. And the distribution is built into the price! You also get a copy of the video for your own use.

## OUR PORTFOLIO INCLUDES:

### Featured Videos

- Video of up to 1 minute that is distributed to 10,000 names. Video will run in 1 issue of Library Products & Services News or Books, Bytes & Beyond. Video also featured for 30 days on [LibraryWorks.com](http://LibraryWorks.com)

### Library Conference Exhibitor Preview Videos

- 1-minute video promoting your presence at any library conference and highlighting new products special offers, author appearances, or other news.

### Custom Videos

- Length and production values based on your specifications. Distributed to your target audience.



**Video isn't hard to do.**  
LibraryWorks TV makes it easy. Just provide us with a simple script and images and we do the rest.



"The folks at LibraryWorks have been a tremendous extension to our marketing efforts at The Library Corporation. With the Modern Library Awards, we can showcase our solutions to a discerning audience. During our 50th anniversary celebration, LibraryWorks' provided the extra boost through their email network to double our expected RSVPs and make it a truly special event."

**Rhia Stark, Director of Marketing | TLC • The Library Corporation**

# Web and Mobile

## Advertising Options

The Librarian's Yellow Pages (LYP) is the first stop for librarians who are looking for a supplier, comparison shopping, or are ready to initiate a purchase. For 32 years, it has been the definitive buyer's guide for the library community and is used daily throughout the year.

**LibrariansYellowPages.com** features keyword, company and category search options to help buyers target vendors quickly. Company profiles and detailed online listings allow users to link to vendor websites and social media outlets, view online videos and demos, request catalogs or product information, and even to email sales executives directly to request a quote.

The screenshot shows the LibrariansYellowPages.com website interface. Several orange callout boxes with lines pointing to specific areas of the page identify advertising options:

- Featured Library Supplier Listing:** Points to a listing for 'A. Rifkin Co.' under the 'Equipment / Materials Results' section.
- Run-of-Site Banner:** Points to a banner at the top of the page for 'March is Women's History Month!'.
- Skyscraper Ad:** Points to a vertical advertisement for 'VANGUARD ID SYSTEMS' on the right side of the page.
- Run-of-Site Banner:** Points to a banner at the bottom of the page for 'REQUIRE A CARD COPY?'.

“LibraryWorks has been instrumental in helping us reach new library and university customers. Beyond advertising our brand to LW’s engaged subscribers, we love getting to share product trends, tips, and innovations through our featured listings – establishing us as thought leaders within our industry. Everyone at LW is sincerely invested in our success. We are very grateful for this partnership and will always be a loyal advertiser!”

Leah Lewis, President | Large Document Solutions



# Web and Mobile

# Listing Options

## ENHANCED LISTING

Company logo and contact details

Potential customers can contact you directly via confidential inquiry form

Social media and video links

## BASIC LISTING

## CASE STUDIES/WHITE PAPERS

Separate tabbed pages within your profile allow you to highlight products, showcase case studies and white papers, and display brochures and catalogs

**Reach** buyers when they are ready to buy. **24/7**

# Web and Mobile

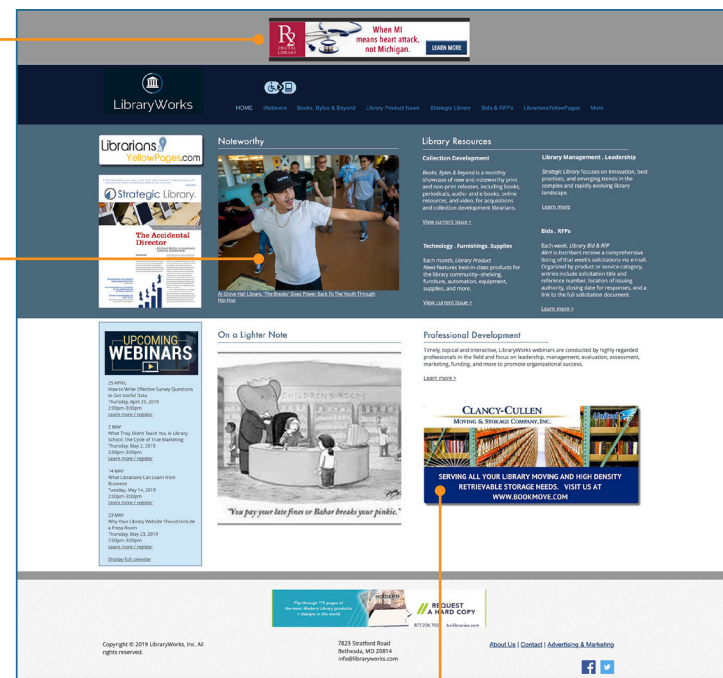
## LibraryWorks.com

LibraryWorks.com is your portal to innovation, best practices, funding, jobs, and emerging trends in the library landscape. LibraryWorks.com helps library professionals to make informed decisions about day-to-day and strategic challenges.

Run-of-Site  
Banners

Video  
Showcase

Product  
Showcase



"Llewellyn has been working with LibraryWorks for nearly 10 years. Through this alliance we have been able to grow our own library marketing list substantially. The tools they provide – such as the Books, Bytes, & Beyond newsletter, and eblasts – helps us effectively reach librarians across the country."

Bill Krause, Publisher | Llewellyn Worldwide

# Direct-Response Marketing and Branding Solutions



## STANDALONE EMAIL PROMOTIONS

Sell only to your best prospects with **standalone email promotions**. Pinpoint your target audience by title, type of library, library size, and more. [See a breakdown of our audience on page 3](#). Receive your **leads in electronic format for timely sales follow-up**.



## LIBRARY WEBINARS

Webinars help to position your company as an industry leader, while building your brand and generating qualified leads for you and your team. It's easy to do, and perfect for metrics-driven companies that want to track the results of their marketing program. Presentations are done in real time. Other benefits of webinars:

- **Relationship building is easier.** People form better relationships with someone they can see and hear. They also tend to develop higher levels of trust. This can result in better sales revenues.
- **Products get pre-sold.** When people view online seminars, their minds are more open to a purchase decision if the product or service meets a felt need that they have. Thus, they are more likely to buy the product or service after having viewed the Webinar.
- **Engage customers.** Besides seeing and hearing the presentation online, customers can ask questions, during a moderator-controlled Q&A session, to clear their doubts regarding a product or service.



## CUSTOM MARKET SURVEYS

Proprietary surveys that are created and executed exclusively for your company. The LibraryWorks team surveys a random sample of library decision makers of your choosing. We send a questionnaire that consists of up to 25 questions (multiple-choice and/or open-ended) supplied by you but not referencing your specific company. The survey requests respondents' contact info and purchasing plans (i.e., type, budget, time frame, brand awareness, brand preference, current product/service used and contact's purchasing influence). LibraryWorks captures results, compiles data, tabulates and then supplies everything to you as a PDF report as well as an Excel spreadsheet which contains all the survey data that can be manipulated to suit your needs.



"LibraryWorks has been an outstanding media partner. Their subscriber base is very knowledgeable and active in evaluating new technologies. The staff stays on top of advertising deadlines and schedules, and they are always there to help with graphic design. Moreover, they follow up to make sure we are on schedule. We have grown our business through LibraryWorks, and we have been a loyal customer for the last 10 years. And look forward to another 10 years of working together."

Murray L. Dennis, President | ScannX





# Direct-Response Marketing and Branding Solutions

## Modern Library Awards (MLAs)

The MLAs are a product-review program designed to recognize elite products and services that can help library management personnel enhance the quality-of-experience for library patrons and increase the performance of libraries themselves. The awards are a completely group sourced assessment of submitted products and services, with the 80,000+ LibraryWorks newsletter subscribers and webinar participants serving as the assessment community.



In January, honorees will receive their recognition branding and have permission to use this branding on all marketing materials, web sites, event signage, and for other promotional use. A special issue of Library Products & Services News covering the high-scoring participants will be released in January 2026. Products that do not receive a high score will not be published and no list of total applicants will be released.



"If any company is a strong and trusted supplier to libraries, they should absolutely enter their products in the MLAs. This award is trusted and held in high regard throughout the industry."

**Andy Clutter, Director of Sales & Marketing | SenSource**



"Receiving platinum-level distinction three times (so far!) in the Modern Library Awards is particularly meaningful because the judges are library staff who use our products. From our customers' comments, we gain valuable insights into what they value most as well as ideas for new features."

**Danielle Borasky, Vice President | NovelList, a division of EBSCO**



"From the moment we were notified of our award, the team at Modern Library Awards provided exceptional support and guidance, ensuring that every aspect of our recognition was highlighted to its fullest potential. Receiving this accolade has not only bolstered our reputation within the industry but has also opened doors to new collaborations and partnerships. I highly recommend the Modern Library Awards to any organization striving for recognition in the library technology space. The honor is not just a badge of distinction but a testament to the impact and value our solutions bring to libraries and the patrons who are experiencing our designs."

**Dina Ruggiero, VP of Operations | Spacesaver Interiors**

# RATE CARD

## E-NEWSLETTERS

### Books, Bytes & Beyond / Library Products & Services News

Showcase Ad: \$795 (one available per issue)

Banner Ad: \$695 per issue

Video: \$595 per issue

Preferred Position Charge: \$95 per issue

## BOOKS, BYTES & BEYOND

3 Featured Listings\*, 3 single-line "Don't Miss" listings in 3 different issues: \$695

## LIBRARY PRODUCTS & SERVICES NEWS

Featured Listings\*: \$345 each

Sponsored Editorial: \$795 each

Press Releases: \$95 each

Package of 3: \$255

Package of 6: \$450

Package of 9: \$585

Package of 12: \$660

\*Identical listings cannot run in consecutive issues.

## WEB

### LIBRARYWORKS.COM and LIBRARIANSYELLOWPAGES.COM

**Term** 1 month / 3 months / 6 months / 12 months

#### Run-of-Site Banner Ad

\$295 / \$595 / \$795 / \$1,195

#### Home Page Showcase Ad

\$295 / \$495 / \$695 / \$1,095

#### Skyscraper Ad

\$195 / \$395 / \$595 / \$995

#### Home Page Video

Monthly: \$495

#### LibrariansYellowPages.com - Listings

Enhanced Listing: \$795 per year

## E-BLASTS

» \$145/1,000 recipients (minimum order: 10,000 recipients)

» List segmenting (see page 3 for breakdown of subscriber database):

- Type(s) of Library (public, K-12 school, academic or special)
- Geographically (states or zip codes)
- Job Title(s)
- Library Size

*Email materials must be supplied as clean HTML. Debugging, editing and or other repairs to faulty code will be charged at the rate of \$95/hour*

## CUSTOM MARKET SURVEYS

» Sent to 5,000 recipients = \$2,995

» Sent to 10,000 recipients = \$3,995

## WEBINARS

Each Webinar is a 1-hour session moderated by LibraryWorks.

Single Sponsorship: \$5,495

### Includes:

- Promotion of Webinar via 3 email deployments sent to your specific LibraryWorks targeted audience
- Professional moderator to oversee and manage your event
- Management of Webinar registration process and follow-up emails sent to all registrants with copies of the recording
- Qualified leads sent after the event with registration report and detailed attendance report
- URL to the recording provided for your use

## PROFESSIONALLY-PRODUCED VIDEOS

Featured Video: \$4,495

Exhibitor Preview Videos, available for any library conference: \$3,495

Custom Video: call for pricing



# Production Specs

[LibraryWorks.com](http://LibraryWorks.com) and [LibrariansYellowPages.com](http://LibrariansYellowPages.com)

## **Type of Ad / Dimensions / Format**

Showcase Ads (Home Page) / 575px (wide) x 271px (tall) / gif, jpeg, png

Banner Ads / 540px (wide) x 119px (tall) / gif, jpeg, png

Skyscraper Ads (Home Page) / 180px (wide) x 360px (tall) / gif, jpeg, png

Company Logos / 200px (wide) x 100px (tall) / gif, jpeg, png

## **E-newsletters**

### **Type of Ad / Dimensions / Format**

Banner Ads / 540px (wide) x 119px (tall) / gif, jpeg - Max file size: 75K

Showcase Ads / 600px (wide) x 281px (tall) / gif, jpeg - Max file size: 75K

Please email ad materials to: Rob Hudgins at [rob@libraryworks.com](mailto:rob@libraryworks.com).

## **Deadlines for Materials**

*Library Products & Services News\** – All materials are due the 1st Monday of the month for that month's issue.

*Books, Bytes & Beyond\** – All materials are due the 2nd Monday of the month for that month's issue.

Special show edition in June for the ALA Annual issue of Library Products & Services News.

*\*This publication includes a combined November/December issue. Materials are due in November.*





# Reach • Connect • Engage

Increase your share of  
the library market today!

## CONTACT US



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