

## Advertising Guidelines

For publication in *Library Leadership & Management*

### Readership

*Library Leadership & Management* is read by library directors, managers, and executives in all types of libraries, with approximately 40% of the readership being from public libraries and 48% being from academic libraries. Additionally, the magazine counts among its readership a wide range of allied professionals—architects, development officers, consultants, facilities managers, and public relations specialists—who work with and for libraries. Nearly 80% of the readers are employed at the supervisory level or higher and make major purchases in the areas of personnel management, circulation services, library and management information systems, security systems, library furnishings, public relations, fund raising, and new facilities planning and renovation.

In addition to holding membership in the American Library Association, the majority of readers also are members of the Library Leadership and Management Association (LLAMA), one of the eleven divisions of the American Library Association. The journal is open access and accessible to anyone online and discoverable by search engines. Being Open Access, it averages over 2500 article requests per month with closer to 4500 article requests when a new issue is released. During 2011, the journal had over 36,000 articles accessed by readers.

### Editorial Focus

*Library Leadership & Management* is a quarterly journal with a hybrid model that contains both quality, practical articles written for managers by managers, outlining the latest trends and issues in library management in addition to peer-reviewed articles that extend scholarship in librarianship. It also contains shorter pragmatic pieces to help supervisors and managers with daily challenges and several regular features, such as reflective columns from leading authors in the field.

Current contents and past indexes for *Library Leadership & Management* may be consulted at <https://journals.tdl.org/llm/issue/archive>

### Issuance and Closing Dates

Issue	Reservations & Materials Due
Winter (February)	January 1
Spring (May)	April 1
Summer (August)	July 1
Fall (November)	October 1

## Placement

Graphics can be placed above the fold on the main page (indicated by the LLAMA graphic on the screenshot below) or in the sidebar to the right.

The screenshot shows a Mozilla Firefox browser window displaying the website for Library Leadership & Management (LL&M). The page title is "Library Leadership & Management" and the URL is "https://journals.tdl.org/llm/index". The page content includes a description of the journal, a large LLAMA logo with the tagline "Where library leaders grow", and a table of contents for Volume 25, No 4 (2011). The table of contents is organized into sections: Administrative Updates, Peer Reviewed, Features, Columns, and Conference Activities. Each entry includes a title, author name, and a PDF icon. The right sidebar contains navigation options like "Browse" (By Issue, By Author, By Title, Other Journals), "CURRENT ISSUE" and "ANNOUNCEMENTS" with ATOM, RSS, and RSS feeds, "FONT SIZE" controls, "Journal Help", and "INFORMATION" for authors.

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### Library Leadership & Management

Library Leadership & Management (LL&M) is the journal of the [Library Leadership and Management Association](#). LL&M focuses on assisting library administrators and managers at all levels as they deal with day-to-day challenges. In-depth articles address a wide variety of management issues and highlight examples of successful management methods used in libraries. Features include interviews with prominent practitioners in libraries and related fields, and columns with practical advice on managing libraries.

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##### Conference Activities

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### **For Page Rates and Specifications, contact:**

Please indicate "LLM advertising" in subject line.

Kerry Ward  
Executive Director, Library Leadership & Management Association  
Phone: (312) 280-5036  
E-mail: [kward@ala.org](mailto:kward@ala.org)

American Library Association  
50 East Huron Street  
Chicago, IL 60611-2795  
Phone: (800) 545-2433 x5032  
Fax: (312) 280-2169

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