MEDIA PROFILE

Publication: The Charleston Advisor

Editorial Tag Line: “Critical Reviews of Web Products for Information Professionals”

Mission Statement: A Zagat-type guide to Web products, providing signed, rated, critical reviews of products and services, written by in-the-field practitioners, to assist in library selection decisions.

Advertising Contact: Toni Nix, phone: 843-835-8604, fax: 843-835-5892, email: justwrite@lowcountry.com.

Advertising Rates: See rate card.

Number of Issues Per Year: The printed edition is published quarterly (4 times per year) and our Web edition is continuously updated.

Editorial Calendar

July issue: ALA summer issue
October issue: Charleston Conference issue
January issue: ALA Midwinter issue
April issue: PLA/ACRL/LITA issue

Ad Calendar for 2011-2013

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TCA is your best connection to the librarians and library committees who select and purchase web based products in libraries.

TCA is the essential consumer report on your products and others, used by libraries to decide which of many competing services will be acquired for their institutions. One subscription can be used by as many as 30 selectors.

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TCA is distributed at all major library conferences throughout the year: ALA Annual and Midwinter, ACRL, ASIS, AALL, Computers in Libraries, IOLS, LAMA, LITA, MLA, National Online Meeting, PLA, SLA, and TLA.

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Or to: The Charleston Advisor, 6180 East Warren Avenue, Denver, CO 80222, Tel: 303-282-9706; Fax: 303-282-9743; Email: rlenzini@charlestonco.com

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<td>Full Page B &amp; W</td>
<td>$1025</td>
<td>$875</td>
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<tr>
<td>Half Page B &amp; W</td>
<td>$825</td>
<td>$675</td>
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Fax ________________________________________________  Fax ________________________________________________

Email ______________________________________________  Email ______________________________________________

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Name _____________________________________________  Name _____________________________________________

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Address ____________________________________________  Address ____________________________________________

City _______________________________________________  City _______________________________________________

State, Zip ____________________________________________  State, Zip ____________________________________________

Telephone __________________________________________  Telephone __________________________________________

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| Volume 14, Number 2, Oct. 2012 |
| ❑ Full Page 4 Color | $1875 | ❑ $1675 | $__________ |
| ❑ Full Page 2 Color | $1375 | ❑ $1175 | $__________ |
| ❑ Full Page B & W  | $1025 | ❑ $ 875 | $__________ |
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| ❑ Half Page B & W | $ 825 | ❑ $ 675 | $__________ |

| Volume 14, Number 4, April 2013 |
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| ❑ Half Page B & W | $ 825 | ❑ $ 675 | $__________ |