

The Charleston ADVISOR

Critical Reviews of Web Products for Information Professionals



Editorial Offices: 6180 East Warren Avenue, Denver, CO 80222 • Ph: 303-282-9706 • Fax: 303-282-9743 • <http://www.charlestonco.com>

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

Issue	Ad Reservation	Camera-Ready Copy
13:1 July 2011	5/10/11	6/10/11
13:2 October 2011	8/10/11	9/10/11
13:3 January 2012	11/10/11	12/10/11
13:4 April 2012	2/10/12	3/10/12
14:1 July 2012	5/10/12	6/10/12
14:2 October 2012	8/10/12	9/10/12
14:3 January 2013	11/10/12	12/10/12
14:4 April 2013	2/10/13	3/10/13
14:1 July 2013	5/10/13	6/10/13
14:2 October 2013	8/10/13	9/10/13

Reprint Services are Available: Please inquire for rates and order form.

You can't afford to miss appearing in TCA!

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.

Readership: More than 1000 copies are printed and distributed, with over 2,000 IP addresses supported as paid subscribers.

Each subscription includes institution-wide IP validated access to the Web edition (serving multiple readers).

And...don't forget! Our Web edition features the "**TCA** Press Room" where you can post your latest releases and product information...Free of Charge.

The **TCA** Press Room is FREE to all library users.

Published By: The Charleston Company

Web Hosts: The Colorado Alliance of Research Libraries and IngentaConnect.

Target Readers: Library staff members and library committees or groups responsible for the purchase of Web-based products and services, including online journals, journal articles and information/reference databases.

Individual readers and subscribers include the following titles: Head of Reference, Head of Document Delivery/ILL, Head of Collection Development, Head of Acquisitions, Electronic Services Coordinator; Database Selection Committee(s), etc.

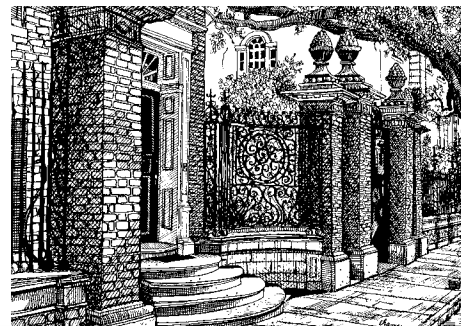
Target Industries: Library and information science. Please note: Most subscriptions are institutional/library-wide or consortial group subscriptions.

Website: www.charlestonco.com (Web access is included in base subscription.)

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Critical Reviews of Web Products for Information Professionals



ADVERTISER RATE CARD Effective April 2011

The Charleston Advisor, Critical Reviews of Web Products for Information Professionals (ISSN: 1525-4011) is published in paper quarterly (July, October, January and April); the online edition (ISSN: 1525-4003) is continuously updated on the World Wide Web at www.charlestonco.com. **The Charleston Advisor** is published by The Charleston Company.

Circulation Information

Academic Libraries and Consortia	60%
Public Libraries	30%
Vendors and Publishers	10%

Over 1000 print copies of each issue are distributed. Our subscribers are heads of consortia, library directors, heads of departments or electronic resource coordinators, as well as publishers and vendors. Subscriptions are institutional and reach groups of individuals and key decision-making committees within each subscriber location.

Special Distribution

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.

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 any advertisement.

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Please fax insertion orders to 843-835-5892; or mail to Toni Nix, **The Charleston Advisor**, P.O. Box 412, Cottageville, SC 29435, Tel: 843-835-8604; Email: justwrite@lowcountry.com.

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

AD SIZE SPECIFICATIONS (width x height)

AD SIZE	INCHES	PICAS	CENTIMETERS
Full Page	7 $\frac{1}{4}$ " x 9 $\frac{7}{8}$ "	43p6 x 59p	18.4 x 25
Half Page	7 $\frac{1}{8}$ " x 4 $\frac{7}{8}$ "	43p6 x 29p6	18.4 x 12.5

Agency Discounts

Agency Discounts are not available. The price listed on the rate card is firm and agency fees may not be deducted.

Mechanical and Mailing Specifications

The Charleston Advisor is printed on photo offset. The final trim size for this publication is 8-1/2 x 11 inches.

We prefer to receive **Press Quality PDF files** as artwork for your ad. See chart below for full and half page sizes.

Full Page 4 Color Ads: All elements in the ad should be CMYK color.

Full Page 2 Color Ads: All elements in the ad should be Black and 1 PMS (Pantone) ink color of your choice. Please specify ink colors when submitting PDF file.

Full Page Black & White Ads: All elements in the ad should be Black ink only.

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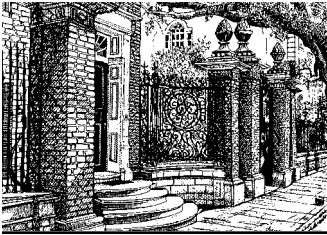
All PDF Files can be emailed to: Toni Nix at justwrite@lowcountry.com.

A Proof Copy should accompany all ads. Proofs can be provided either by fax to 843-835-5892 or by mail to Toni Nix, **The Charleston Advisor**, c/o Just Right Group, LLC., P.O. Box 412, Cottageville, SC 29435. (For FedEx or UPS shipments, please send to Toni Nix, 398 Crab Apple Lane, Ridgeville, SC 29472.) The publisher cannot be held responsible for incorrectly printed ads if no proof is provided.

ADVERTISING RATES

SIZE & COLOR	1X INSERTION	4X INSERTION
Full Page 4 Color	\$1875	\$1675
Full Page 2 Color	\$1375	\$1175
Full Page B & W	\$1025	\$ 875
Half Page B & W	\$ 825	\$ 675

Please contact us to discuss space availability for other ad sizes or provided inserts.



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Company _____

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City _____

State, Zip _____

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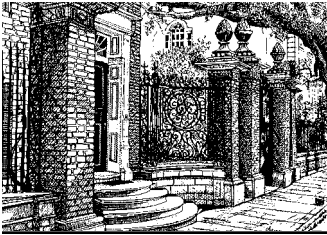
Email _____

ISSUE	SIZE & COLOR	1X RATES	4X RATES	TOTAL
<input type="checkbox"/> Volume 13, Number 1, July 2011	<input type="checkbox"/> Full Page 4 Color	<input type="checkbox"/> \$1875	<input type="checkbox"/> \$1675	\$ _____
	<input type="checkbox"/> Full Page 2 Color	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1175	\$ _____
	<input type="checkbox"/> Full Page B & W	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$ 875	\$ _____
	<input type="checkbox"/> Half Page B & W	<input type="checkbox"/> \$ 825	<input type="checkbox"/> \$ 675	\$ _____
<input type="checkbox"/> Volume 13, Number 2, Oct. 2011	<input type="checkbox"/> Full Page 4 Color	<input type="checkbox"/> \$1875	<input type="checkbox"/> \$1675	\$ _____
	<input type="checkbox"/> Full Page 2 Color	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1175	\$ _____
	<input type="checkbox"/> Full Page B & W	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$ 875	\$ _____
	<input type="checkbox"/> Half Page B & W	<input type="checkbox"/> \$ 825	<input type="checkbox"/> \$ 675	\$ _____
<input type="checkbox"/> Volume 13, Number 3, Jan. 2012	<input type="checkbox"/> Full Page 4 Color	<input type="checkbox"/> \$1875	<input type="checkbox"/> \$1675	\$ _____
	<input type="checkbox"/> Full Page 2 Color	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1175	\$ _____
	<input type="checkbox"/> Full Page B & W	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$ 875	\$ _____
	<input type="checkbox"/> Half Page B & W	<input type="checkbox"/> \$ 825	<input type="checkbox"/> \$ 675	\$ _____
<input type="checkbox"/> Volume 13, Number 4, April 2012	<input type="checkbox"/> Full Page 4 Color	<input type="checkbox"/> \$1875	<input type="checkbox"/> \$1675	\$ _____
	<input type="checkbox"/> Full Page 2 Color	<input type="checkbox"/> \$1375	<input type="checkbox"/> \$1175	\$ _____
	<input type="checkbox"/> Full Page B & W	<input type="checkbox"/> \$1025	<input type="checkbox"/> \$ 875	\$ _____
	<input type="checkbox"/> Half Page B & W	<input type="checkbox"/> \$ 825	<input type="checkbox"/> \$ 675	\$ _____

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