



# ALIA Media Kit 2024

Connect directly with Australia's  
library and information professionals

For advertising enquiries please contact  
[media@alia.org.au](mailto:media@alia.org.au)

# About us

The Australian Library and Information Association (ALIA) is the national organisation representing the the Australian library and information services sector.

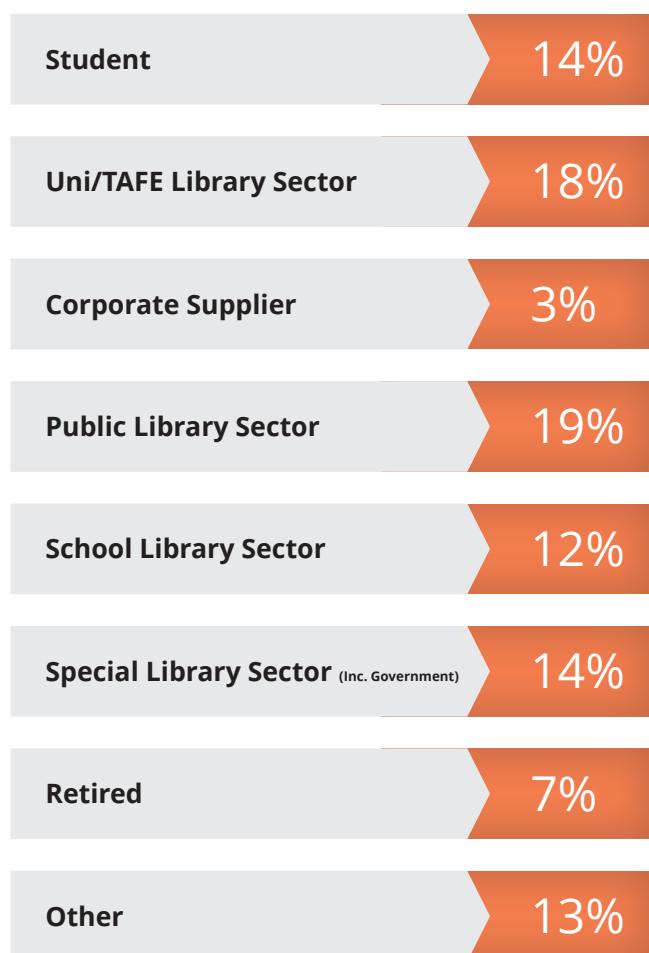
Together we seek to empower the sector through the development, promotion and delivery of quality library and information services to the nation, through leadership, advocacy and mutual professional support.

Membership of ALIA is open to everyone: people working in the sector, qualified librarians and library technicians, professionals from other disciplines, people who share our values, libraries, library suppliers and other stakeholders.

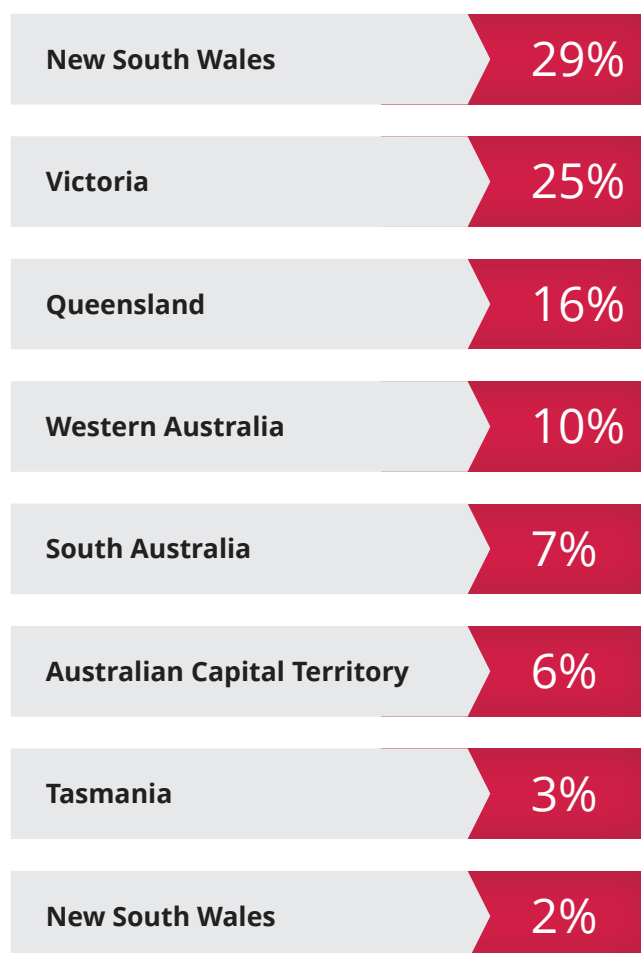
## Connect

- [www.alia.org.au](http://www.alia.org.au)
- [@ALIANational](https://twitter.com/ALIANational)
- [Facebook.com/ALIANational](https://www.facebook.com/ALIANational)
- [@alianational](https://www.instagram.com/alianational)
- [Australian Library and Information Association](https://www.linkedin.com/company/australian-library-and-information-association)

## Membership by sector



## Membership by state



# Advertising with ALIA

ALIA offers a variety of ways to promote your business, Product or event to thousands of library and information staff and institutions . By advertising with us you are also supporting the association and its activities.

We can offer opportunities in INCITE magazine, our fortnightly ALIA News e-newsletter, CPD Digest, and different sections of our website. We can also combine opportunities to exhibit or sponsor at our conferences and events with any advertising option to create custom packages that best suit your marketing goals.

Corporate members receive discounted rates on all advertising options. For further information on advertising please contact our team at [media@alia.org.au](mailto:media@alia.org.au).

# INCITE the magazine of the profession

INCITE magazine is the premier magazine for the Australian library and information services sector. Featuring articles from ALIA Members and invited guest contributors it is a one-stop shop for all the issues, trends and hot topics facing the industry.

Our readers look to the magazine for accurate, informative reports on the latest news and events in the library world, and are keen to know about the latest products and services relevant to their industry.

By advertising in INCITE you will:

- Connect to a readership of over 5,000 ALIA members
- Reach people from across all sectors of the industry - everyone from those just starting out right through to decision-makers at the most senior levels
- Take advantage of new advertising sizing options and competitive pricing
- Enjoy the benefits of the digital platform with links to your website and product

Facts and figures for 2024

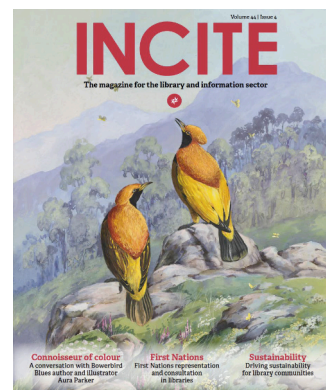
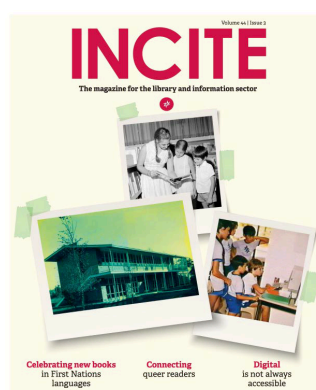
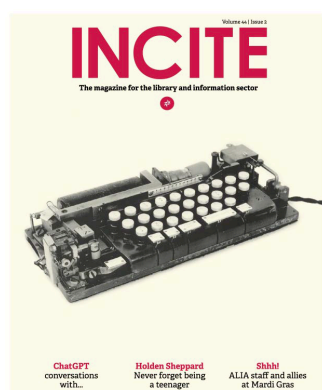
**4 digital issues per year:** March, June, September and December

**Over 5,000** estimated readers per edition from the LIS and adjacent sectors, both in Australia and overseas.

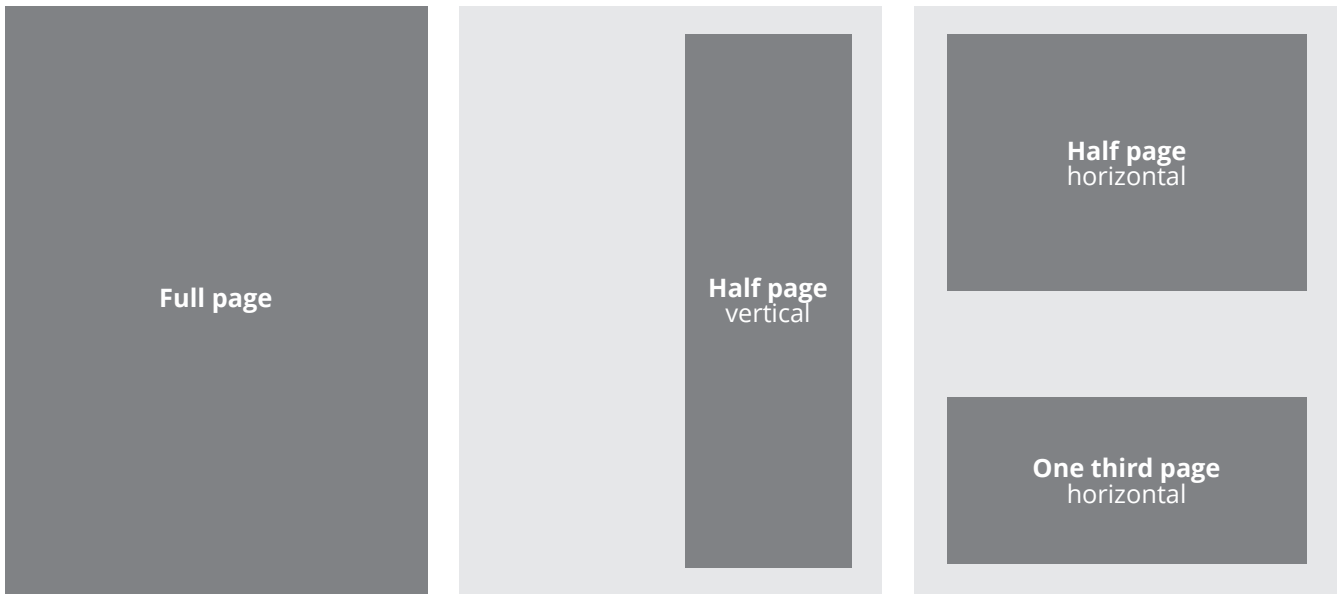
**Every edition** of INCITE is available to ALIA members to read online, with all issues archived including live links

## Booking dates for 2024

	Booking deadline	Artwork deadline
March	20 January 2024	27 January 2024
June	20 April 2024	27 April 2024
September	20 July 2024	27 July 2024
December	20 October 2024	27 October 2024



# INCITE advertising options and costs



## INCITE advertising sizes

Description	Dimensions
Full page	210mm(w) x 297mm(h); 5mm bleed
Half page (v)	87mm(w) x 257mm(h); no bleed
Half page (h)	197mm(w) x 124mm(h); no bleed
1/3 page (h)	197mm(w) x 70mm(h); no bleed

Files should be exported as a press ready PDF, CMYK at 300dpi. Include bleed **without** crop marks

## 2024 INCITE advertising rates (inc. GST)\*

\* Price is per ad

Description	Casual	2 Issues	4 Issues
Full page	\$1,500	\$1,300	\$1,200
Half page	\$800	\$750	\$700
1/3 page	\$500	\$475	\$425

### Special placement

A loading fee of 10% applies to special page or position placement of advertisements where available.

# ALIA News e-newsletter

ALIA News is published fortnightly every second Wednesday and tracks the latest trends and news from across the sector. It's the best place to advertise special events and get your message across fast.

ALIA News is automatically sent to all members and is also available on open subscription, currently reaching over 11,000 additional people working in or interested in the LIS sector. View previous issues of ALIA News here.

## Facts and figures for 2024

**14,000 subscribers**  
Active in the LIS industry

Read by staff working in school, public, national and state, academic and special libraries

## ALIA News advertising options and costs



## ALIA News advertising location and sizes

Description	Dimensions and file
North Banner 1 <i>One available per issue, appears above the first headline</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>
North Banner 2 <i>One available per issue, appears below the Advocacy section</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>
South Banner 1 <i>One available per issue, appears below School Library News</i>	160px(w) x 160px(h) <i>JPG with link supplied</i>
South Banner 2 <i>One available per issue, appears below IFLA Newsroom section</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>

## 2024 ALIA News advertising rates (inc. GST)\*

\* Price is per ad

Description	Casual	4 Issues
North Banner 1	\$800	\$750
North Banner 2	\$700	\$650
South Banner 1	\$600	\$550
South Banner 2	\$500	\$450



## Facts and figures for 2024

**25,000+**  
Visitors per month

**Essential member resource**

# ALIA website

Our members rely on the ALIA website for news, updates, key resources and to register for ALIA training courses and events. The website's landing page has approximately 25,000 visitors a month and is the perfect spot to get eyes on your advertisement.

## ALIA website advertising location and sizes

### Description

Homepage carousel banner

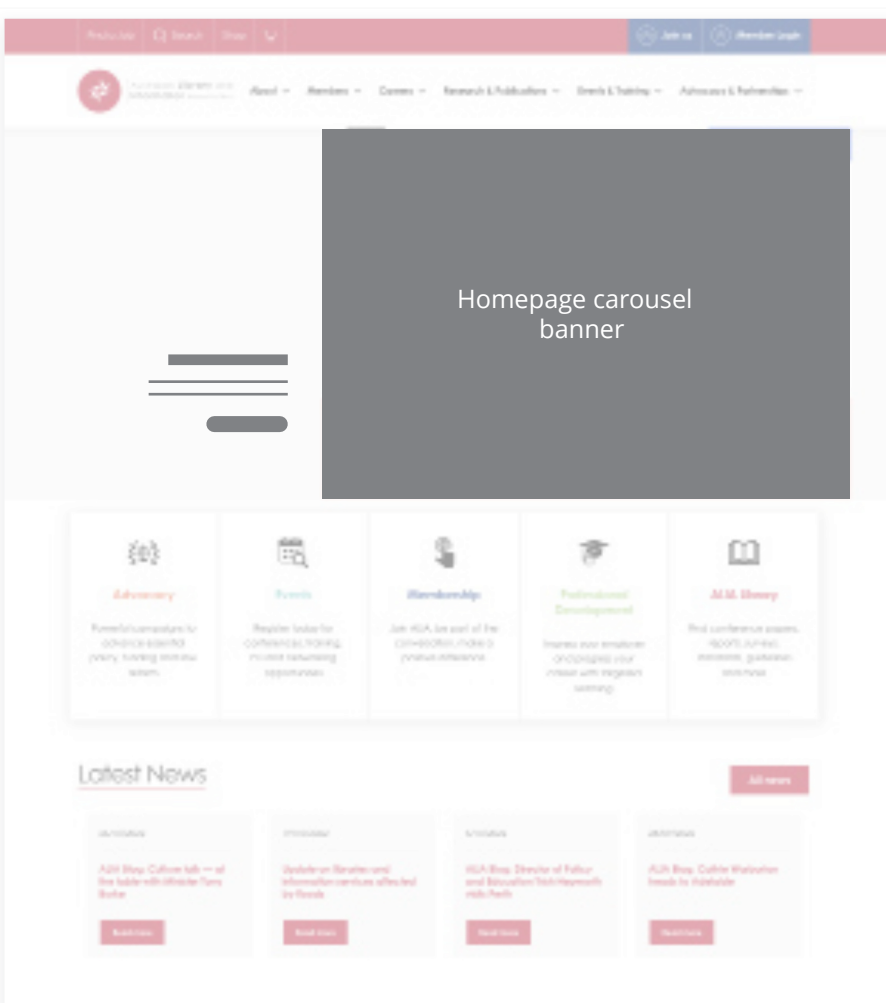
Maximum 2 ads at a time. Must start and end on a week day. Banner order will be determined by ALIA.

### Dimensions and file

877px(w) x 600px(h)

JPG with link supplied. Optional description text on the side. Text will be extracted from the artwork if not supplied.

- Artwork must include 'Advertisement'
- Maximum file size 250KB
- Artwork is subject to approval by ALIA



## 2024 ALIA website advertising rates (inc. GST)\*

\* Price is per ad

Description	Casual
Homepage carousel banner	\$1,100 for a 2 week period



# Sector landing pages on ALIA website

Facts and figures for 2024

25,000+ Visitors per month

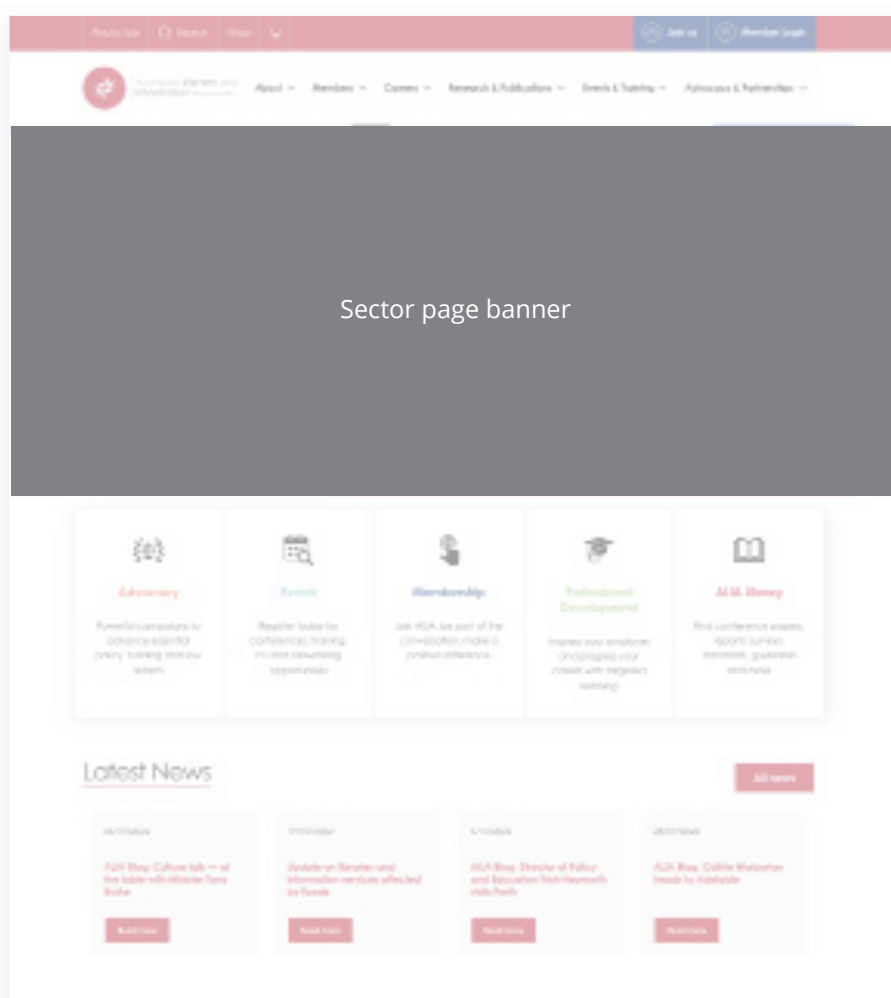
Essential member resource

As of March 2024, we'll be adding sector landing pages to the ALIA website to create a more tailored experience for our Members and other visitors to the website. The pages will include key resources, relevant news and updates.

The sectors covered are:

- Public
- Schools
- State and Territory
- Academic
- Specials

With both sidebar and carousel options, this is the perfect place to advertise a product, event or resource aimed at a particular sector within library and information services.



## Sector Page Banner

Maximum 1 ads at a time. Must start and end on a week day.

### Dimensions and file

1920px(w) x 600px(h)

JPG with link supplied.

Description text on foreground. Text will be extracted from the artwork if not supplied.

## 2024 ALIA sector page advertising rates (inc. GST)

Description	Casual
Sector Page Banner	\$1,000 for a 2 week period

# CPD Digest

CPD Digest is a monthly newsletter featuring professional learning opportunities and resources.

All ALIA Members of ALIA are subscribed to CPD Digest and it is a mainstay resource of the ALIA CPD Scheme.

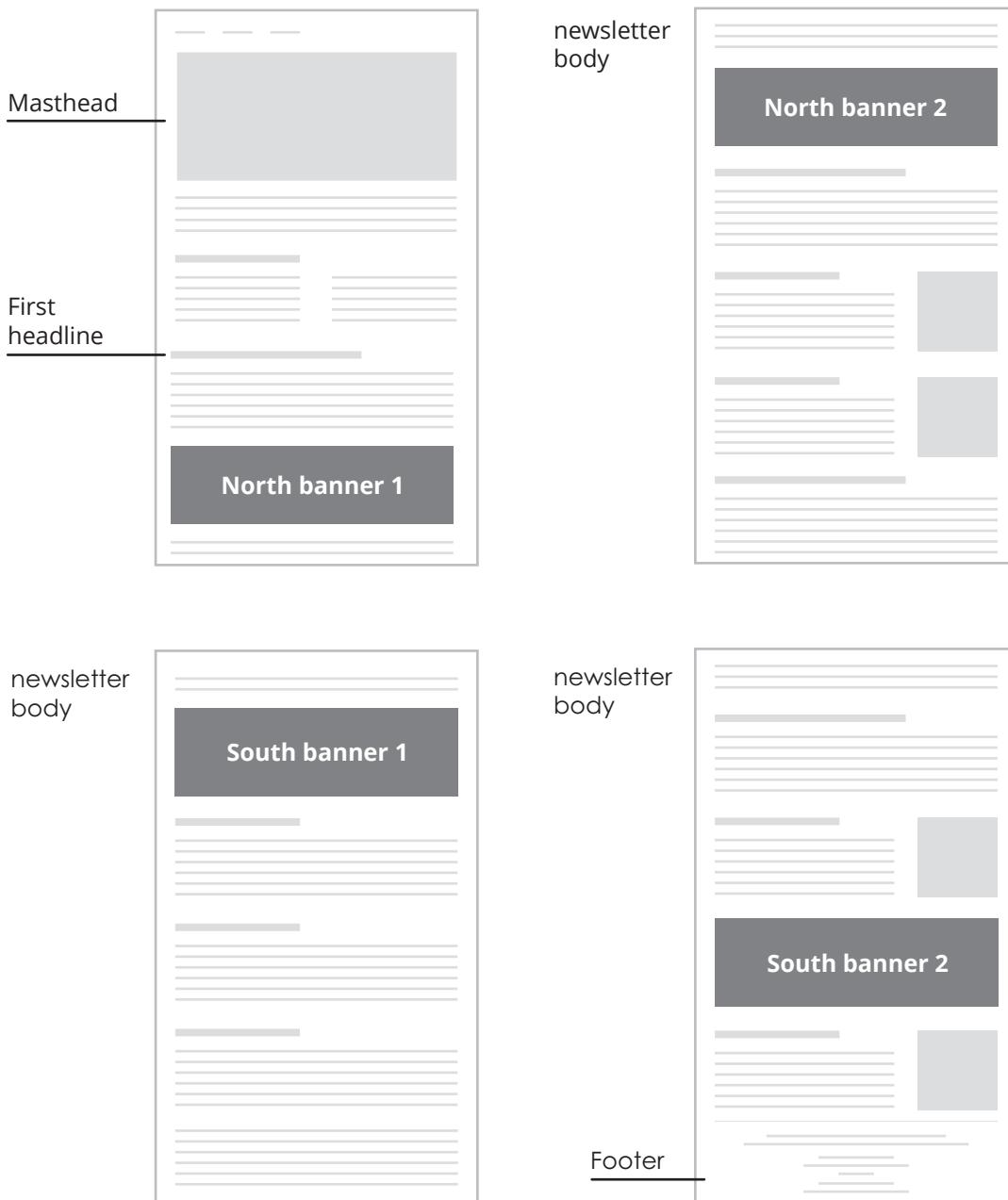
CPD Digest currently has 4,500 subscribers.

Facts and figures for 2024

4,500 subscribers

Key professional development resource for the whole sector

## CPD Digest advertising options and costs (inc. GST)



## CPD Digest advertising location and sizes

Description	Dimensions and file
North Banner 1 <i>One available per issue, appears after the first headline</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>
North Banner 2 <i>One available per issue, appears in the middle of the newsletter</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>
South Banner 1 <i>One available per issue, appears 3/4 of the way through newsletter</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>
South Banner 2 <i>One available per issue, appears near the footer of the newsletter</i>	600px(w) x 180px(h) <i>JPG with link supplied</i>

## 2024 CPD Digest advertising rates (inc. GST)\*

\* Price is per ad

Description	Casual	4 Issues
North Banner 1	\$800	\$750
North Banner 2	\$700	\$650
South Banner 1	\$600	\$550
South Banner 2	\$500	\$450



# ALIA Advertising

## Booking contract 2024

Complete your ALIA Advertising order and contract online at <https://form.jotform.com/233466435002045>

[Booking contract](#)

If you have any questions about completing your advertising order and/or signing the contract online, please email [media@alia.org.au](mailto:media@alia.org.au).

