

2018

MEDIA KIT

VOYA: VOICE OF YOUTH ADVOCATES

voya voice of youth advocates

VOLUME 40 > NUMBER 4 / OCTOBER 2017

the library magazine serving those who serve young adults

EXTENDING THE FIVE-FOOT BOOKSHELF

Essential Books for Professionals Who Serve Teens

TEEN PROGRAMS

- > RAINBOW ALLIANCE
- > ESCAPE ROOM
- > VOLUNTEENS
- > CODERDOJO
- > FICTION TO FASHION



“

VOYA was one of the earliest and remains one of the strongest advocates for intellectual freedom and equal access to information for teens.

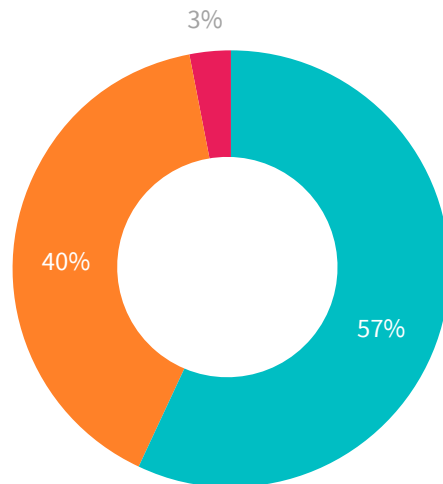
”

ABOUT VOYA

VOYA (Voice of Youth Advocates) is the leading magazine dedicated to the needs of teen/young adult librarians, the advocacy of young adults and the promotion of young adult literature and reading.

- VOYA publishes the most authoritative and influential reviews for librarians of young adult/YA literature. Some 350 books are reviewed in each issue of VOYA, more than 2,200 per year.
- VOYA’s Top Shelf Fiction and Nonfiction Honors for middle school books are announced each year in the February and August issues, respectively. VOYA reviews are used by many of the leading booksellers serving libraries.
- Regular columns and feature articles by highly-respected young adult library leaders provide information, not only on books and reading, but also on library programming, gaming, professional development, young adult author interviews and profiles, and other topics vital to librarians serving young adults.
- VOYA’s digital edition, available free to print subscribers and as a digital-only subscription, provides a fully searchable version of the magazine, including all advertisements and announcements.

voya



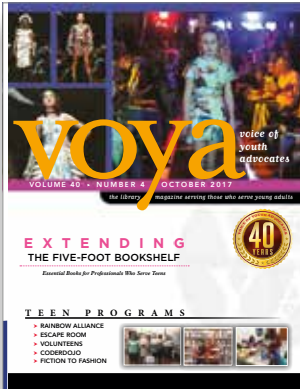
SUBSCRIBER PROFILE

- Public Librarians 57%
- School Librarians 40%
- Academics & Industry 3%

CIRCULATION 6,000

PASS-ALONG RATE OF 3.5 ADDITIONAL READERS

VOYA PRINT MEDIA



A wide variety of insert styles and sizes are available, as well as a number of bind-ins and other options. Please contact John Walker for more information.

DISPLAY AD SIZES

WIDTH × HEIGHT in inches

TRIM SIZE

8.375 × 10.875"

VOYA trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.

ISSUANCE BI-MONTHLY

| ISSUE | SPACE RESERVATION | MATERIAL DUE |
|----------|-------------------|--------------|
| February | 12/15/17 | 12/22/17 |
| April | 2/12/18 | 2/19/18 |
| June | 4/11/18 | 4/18/18 |
| August | 6/13/18 | 6/20/18 |
| October | 8/15/18 | 8/22/18 |
| December | 10/17/18 | 10/24/18 |

2018 ADVERTISING RATES / PER INSERTION

| COLOR | 1× | 3× | 6× |
|---|---------|---------|---------|
| Full Page Bleed | \$1,395 | \$1,295 | \$1,195 |
| ² / ₃ Page Vertical | \$995 | \$950 | \$895 |
| ¹ / ₂ Page Island | \$895 | \$850 | \$795 |
| ¹ / ₂ Page Horizontal | \$895 | \$850 | \$795 |
| ¹ / ₃ Page Vertical | \$695 | \$650 | \$595 |
| ¹ / ₃ Page Square | \$695 | \$650 | \$595 |
| ¹ / ₆ Page | \$495 | \$450 | \$395 |

COVER / PREFERRED POSITION RATES

| FULL PAGE BLEED | 1× | 3× | 6× |
|-------------------------|---------|---------|---------|
| Inside Front Cover (C2) | \$1,895 | \$1,795 | \$1,695 |
| Inside Back Cover (C3) | \$1,795 | \$1,695 | \$1,595 |
| Outside Back Cover (C4) | \$1,995 | \$1,895 | \$1,795 |

bind edge for right-hand page

LIVE AREA
7.625 × 10.125

| | | | | |
|---|--|---|---|--|
| FULL PAGE BLEED 8.625 × 11.125" | ¹/₃ PAGE VERTICAL 2.3125 × 10" | ¹/₂ PAGE ISLAND 4.75 × 7" | ¹/₂ PAGE HORIZONTAL 7.25 × 5" | ¹/₆ PAGE 2.3125 × 5" |
| | ²/₃ PAGE VERTICAL 4.75 × 10" | | | ¹/₃ PAGE SQUARE 4.75 × 4.75" |

VOYA EDITORIAL CALENDAR

| VOYA 2018 | | |
|--|--|--|
| ISSUES AND ARTICLE THEMES | COLUMNS | BOOKLISTS |
| FEBRUARY PRINT THEME: Teens and technology | <i>Diversity Matters (diversity)</i> <i>First Freedom – (intellectual freedom)</i> <i>Get with the Program! (programming)</i> <i>Graphically Speaking (graphic novel reviews)</i> <i>Jovenes en la Biblioteca (serving Spanish speaking teens)</i> <i>Okatu Central (manga reviews)</i> <i>Real Science (science)</i> <i>Teen ServicesVocate 4.0 (advocating for teens)</i> <i>YA Spaces (teen spaces in libraries)</i> | <i>Perfect Tens</i> (annual booklist) <i>Top Shelf Fiction</i> (annual booklist) |
| FEBRUARY ONLINE | <i>Tag Team Tech (technology)</i> <i>Teen Authors (teen author interviews)</i> <i>Wouldn't You Like to Know (author interviews)</i> <i>YA Clicks (website reviews)</i> <i>YA Strike Zone (YA librarianship)</i> | |
| APRIL PRINT THEME: Creative writing and poetry, the arts | <i>Audio Talk (audio book reviews)</i> <i>Diversity Matters (diversity)</i> <i>First Freedom (intellectual freedom)</i> <i>Get with the Program (programming)</i> <i>Graphically Speaking (graphic novels)</i> <i>Jovenes en la Biblioteca (serving Spanish speaking teens)</i> <i>Okatu Central (manga reviews)</i> <i>Teen Screen (video reviews)</i> <i>Teen ServicesVocate 4.0 (advocating for teens)</i> <i>Voyages (Science Fiction reviews)</i> <i>YA Spaces (teen spaces in libraries)</i> | <i>Pure Poetry</i> (annual booklist) <i>Science Fiction / Fantasy/ Horror</i> (annual booklist) <i>Teen Poetry Contest</i> |
| APRIL ONLINE | <i>Electronic Eye (electronic resources)</i> <i>Tag Team Tech (technology)</i> <i>Teen Authors (teen author interviews)</i> <i>Teen Pop Culture Quiz (pop culture)</i> <i>Wouldn't You Like to Know (author interviews)</i> <i>YA Strike Zone (YA librarianship)</i> | |
| JUNE PRINT THEME: Money, Fundraising, Budget | <i>Diversity Matters (diversity)</i> <i>First Freedom (intellectual freedom)</i> <i>Get with the Program (programming)</i> <i>Graphically Speaking (graphic novels)</i> <i>Jovenes en la Biblioteca (serving Spanish speaking teens)</i> <i>Level Up (video games and reading)</i> <i>Okatu Central (manga reviews)</i> <i>Real Science (science)</i> <i>Teen ServicesVocate 4.0 (advocating for teens)</i> <i>YA Spaces (teen spaces in libraries)</i> | |
| JUNE ONLINE | <i>Tag Team Tech (technology)</i> <i>Teen Authors (teen author interviews)</i> <i>Wouldn't You Like to Know (author interviews)</i> <i>YA Clicks (website reviews)</i> <i>YA Strike Zone (YA librarianship)</i> | |

VOYA EDITORIAL CALENDAR

| VOYA 2018 | | |
|--|---|--|
| ISSUES AND ARTICLE THEMES | COLUMNS | BOOKLISTS |
| AUGUST PRINT THEME: TBA | <i>Audio Talk (audio book reviews)</i> <i>Diversity Matters (diversity)</i> <i>First Freedom (intellectual freedom)</i> <i>Get with the Program (programming)</i> <i>Graphically Speaking (graphic novels)</i> <i>Jovenes en la Biblioteca (serving Spanish speaking teens)</i> <i>Okatu Central (manga reviews)</i> <i>Teen Screen (video reviews)</i> <i>Teen ServicesVocate 4.0 (advocating for teens)</i> <i>Voyages (science fiction)</i> | <i>Nonfiction Honor List</i> <i>(annual booklist)</i> |
| AUGUST ONLINE | <i>Electronic Eye (electronic resources)</i> <i>Tag Team Tech (technology)</i> <i>Teen Authors (teen author interviews)</i> <i>Teen Pop Culture Quiz (pop culture)</i> <i>Wouldn't You Like to Know (author interview)</i> <i>YA Strike Zone (YA librarianship)</i> | |
| OCTOBER PRINT THEME: Programming | <i>Diversity Matters (diversity)</i> <i>First Freedom (intellectual freedom)</i> <i>Get with the Program (programming)</i> <i>Graphically Speaking (graphic novels)</i> <i>Jovenes en la Biblioteca (serving Spanish speaking teens)</i> <i>Okatu Central (manga reviews)</i> <i>Real Science (science)</i> <i>Teen ServicesVocate 4.0 (advocating for teens)</i> | <i>5 ft Bookshelf-</i> <i>professional books</i> <i>(annual booklist)</i> |
| OCTOBER ONLINE | <i>Tag Team Tech (technology)</i> <i>Teen Authors (teen author interviews)</i> <i>Wouldn't You Like to Know (author interviews)</i> <i>YA Clicks (website reviews)</i> <i>YA Strike Zone (YA librarianship)</i> | |
| DECEMBER PRINT THEME: TBA | <i>Audio Talk (audio book reviews)</i> <i>Diversity Matters (diversity)</i> <i>First Freedom (intellectual freedom)</i> <i>Get with the Program (programming)</i> <i>Graphically Speaking (graphic novels)</i> <i>Level Up (video games and reading)</i> <i>Okatu Central (manga reviews)</i> <i>Teen Screen (video reviews)</i> <i>TeenServicesVocate 4.0 (advocating for teens)</i> <i>Voyages (science)</i> | <i>Clueless adult mysteries</i> <i>(annual booklist)</i> <i>Teen mysteries</i> <i>(annual booklist)</i> |
| DECEMBER ONLINE | <i>Electronic Eye (electronic resources)</i> <i>Tag Team Tech (technology)</i> <i>Teen Authors (teen author interviews)</i> <i>Teen Pop Culture Quiz (pop culture)</i> <i>Wouldn't You Like to Know (author interview)</i> <i>YA Strike Zone (YA librarianship)</i> | |

VOYA DIGITAL MEDIA

VOYAMAGAZINE.COM

In addition to advertising in the magazine, you have the opportunity to increase your exposure through advertising online.

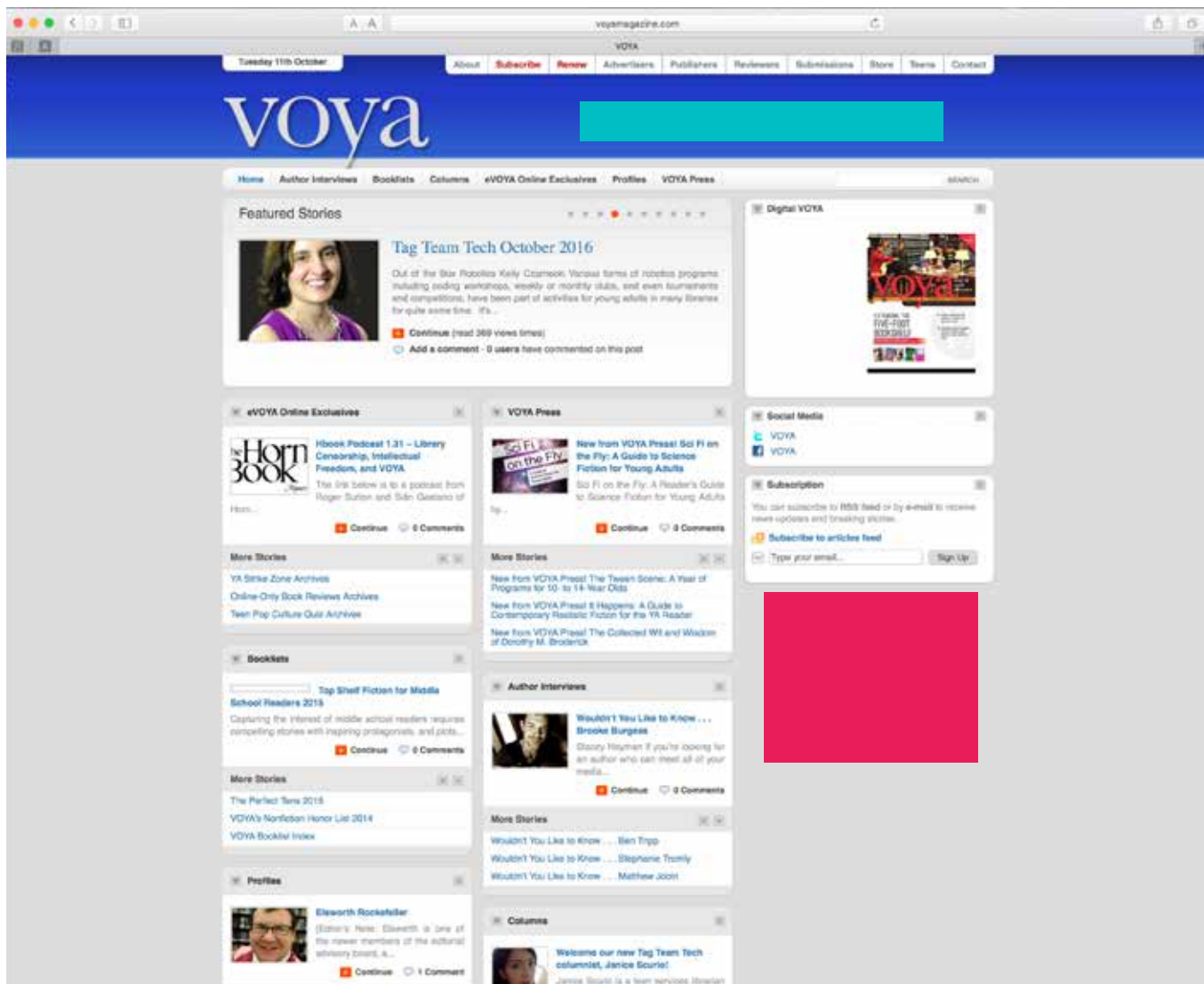
4,500 MONTHLY SESSIONS

12,000 MONTHLY PAGE VIEWS

ONLINE AD RATE PER MONTH

■ Header / 460 × 60 pixels / \$395

■ Sidebar / 300 × 250 pixels / \$395



VOYA DIGITAL MEDIA

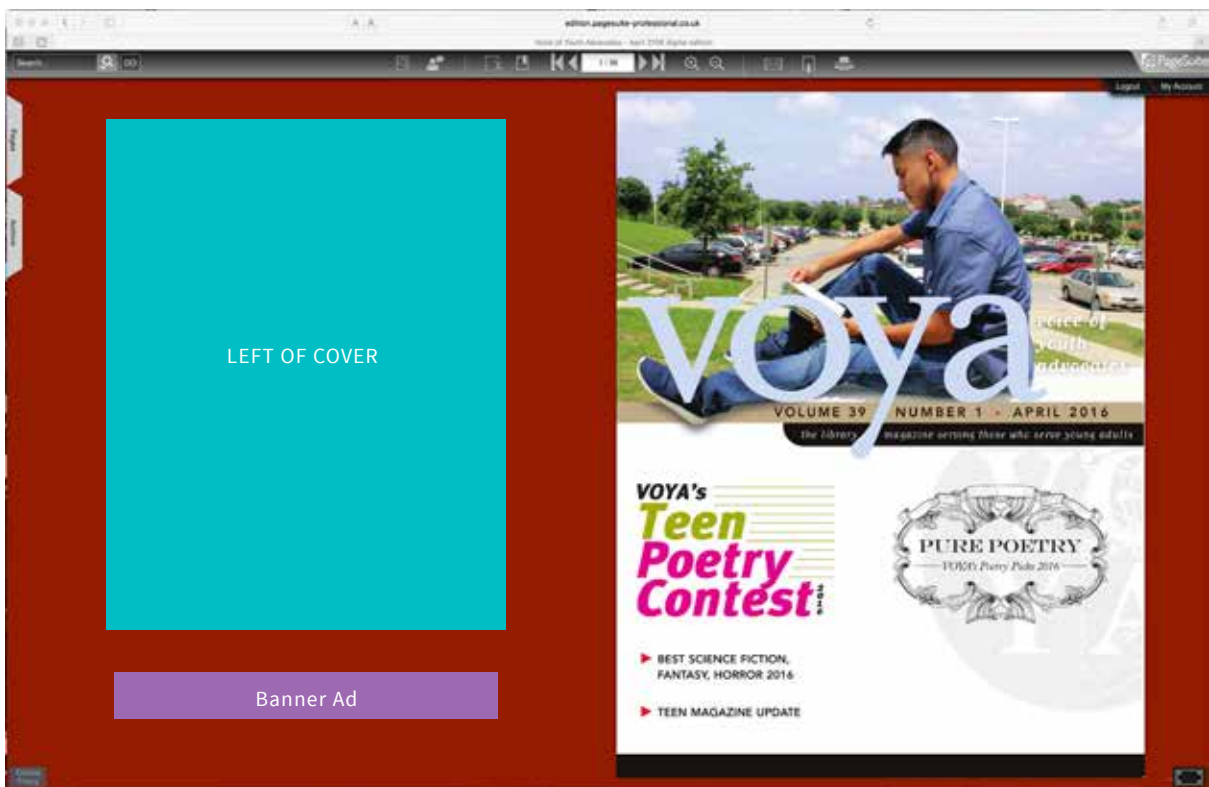
DIGITAL EDITION

Digital VOYA includes all ads just as they are in the print magazine except that URLs become live links. Advertisers can enhance their ads with the addition of video or audio files, including YouTube videos.

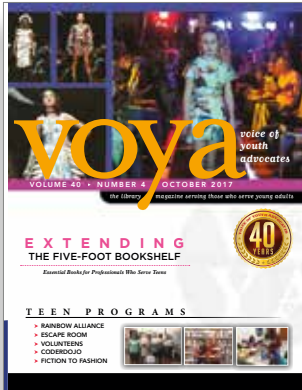
DIGITAL AD RATES PER MONTH

■ Opening page left of Cover / up to 800 × 1024 pixels / \$195

■ Banner ad / 728 x 90 pixels / \$175



TECHNICAL SPECIFICATIONS



PRINT SUBMISSION GUIDELINES

- A **high-resolution PDF/X-1a** file is required for all ads
- Colors must be **CMYK**. No ICC profiles, RGB or Pantone colors
- Resolution of all photography and scanned illustrations must be **at least 300** dpi. Line art should be 600 dpi.
- Visual copy and images must be at least 3/8" away from trim. Spread ads must have at least 3/4" total gutter.
- Materials should be submitted **without crop marks**, but full page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Using the bold, italic, or other style keys is not encouraged. Please use the bold or italic versions of the font.
- Flatten all layers and set transparency to highest setting
- Ads must be suitable to print as-is. VOYA is not responsible for any errors in content.
- PLEASE NOTE: Materials that do not meet the stated advertising specifications will be rejected.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.

DIGITAL ADS

All digital ads should be submitted as jpeg or png files.

AGENCY COMMISSION

There is a standard 15% commission to accredited full service advertising agencies.

TERMS AND CONDITIONS

VOYA reserves the right to refuse materials and require publication prepayment. The advertiser agrees to assume all liability for content of ads and must be fully authorized for use of the ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.