It has been three years since the 2016 NMC/CoSN Horizon Report: 2016 K–12 Edition identified virtual reality as one of six developments in education one of the major drivers of change in the education landscape. Whether you have identified virtual reality (VR) as one portion of a lesson plan, or if you have listened to someone else talk about VR as an addition to your school curriculum, you likely have a sense of the potential that VR could offer your students. VR as a teaching tool can be exciting and engaging, allowing students to get experience and make empathetic connections to the larger world. More about our experiences with VR, learners are making empathetic connections to the larger world.

### Students produce book profiling local figure
Eight California high school students have interviewed and written profiles of 36 business owners, political leaders and educators in their city to produce a book highlighting the unique history of the city. One hundred copies of “Growing Up in San Bernardino” will be printed to sell at a local museum, The San Bernardino California (2018).

### La. school’s playground, building largest reading
A Louisiana elementary school has created a “power word playground” to help students who are struggling to read. As part of a cultural overhaul at the school that seeks to improve literacy, the effort includes a buddy program in which middle-schoolers play literacy games with their younger peers. The Advocate (Baton Rouge, La) (2019).

### Teacher uses book to spark anti-bias lessons
Middle-school teacher Lisa Conaway used the novel “The Outsiders” to teach her seventh-grade students lessons in anti-bias education. Conaway shares how the approach worked and how students applied those lessons to larger, global lessons. Newscom (2019).

### Other News
- Research supports benefits of books at home
- Division IAA Update (2019)

### Today’s School Libraries
Library assistant incorporates print resources
A library assistant at a Vermont elementary school helps students create a QR code to help students locate print resources rather than the digital versions. Agent Matt Saturday has

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**Beyond the Research Project:** Inquiry Every Day and Everywhere

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**School Library SmartBrief**

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**KNOWLEDGE QUEST**

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**2019–2020 MEDIA PLANNER**

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**American Association of School Librarians**

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**knowledgequest.aasl.org**

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Act now to build relationships with professionals who prepare students for success in college, career, and life.

With an increased focus on college and career readiness, inquiry learning, and research skills, the school librarian reaches far beyond the walls of the library, collaborating with teachers and administrators, facilitating remote and virtual resources for students, and drawing in parents and the community.

The American Association of School Librarians (AASL) is the only national organization focused on school librarians and school libraries. AASL empowers leaders to transform teaching and learning. Taking advantage of the opportunities listed in this media kit not only offers a competitive edge for your company but also supports the vital work of AASL throughout the year.

AASL is a not-for-profit organization representing more than 7,000 school librarians, 45 state-level affiliated organizations, 3 specialty sections (Educators of School Librarians, Independent Schools, and Supervisors), and special interest groups.
Knowledge Quest (KQ) is the vehicle for school librarians to transform learning. KQ offers substantive articles on school library practice, as well as breaking news, inspired blogs, and passionate conversations, developing insightful professionals and stronger communities. KQ is the go-to source for all things school library and education related.

KQ readers include school librarians and educators in elementary and secondary schools. KQ readers provide reference service, reading guidance, instruction in informational retrieval skills, and access to the Internet and other electronic resources. They collaboratively plan instructional units with classroom teachers in elementary and secondary public and nonpublic schools. Their roles include:

- School Librarian
- Educator of School Librarians
- District Supervisor
- State-Level Director

Demographics

87% of KQ readers have their master’s degree

78% of KQ readers consider KQ essential professional reading.

KQ Print Readership

7,000 members & 150 subscribers

Readership includes:

22% elementary school librarians
14% middle school librarians
23% high school librarians
12% combined grade-level school librarians

6% supervisors
6% school library educators
2% school library students
7% retired school librarians

KQ Web Visitors

knowledgequest.aasl.org

1 million+ visits

1,200+ average visits per day

(as of March 2019)
Knowledge Quest

Knowledge Quest is the official publication of the American Association of School Librarians (AASL), a division of the American Library Association. KQ is devoted to offering substantive information to assist building-level school librarians, supervisors, library educators, and other decision makers concerned with the development of school libraries. Articles address the integration of theory and practice in school librarianship and new development in education, learning theory, and relevant disciplines.

Knowledge Quest is published five times a year.

Knowledge Quest Website

knowledgequest.aasl.org

The Knowledge Quest website serves as a companion piece to the print publication. The site is the vehicle for school librarians to transform learning. KQ offers breaking news, inspired blogs, and passionate conversations, developing insightful professionals and stronger communities. AASL members, school librarians, and educators have made KQ their go-to site for all things school library and education related.

New blog posts/news stories are posted daily.
**SEPT/OCT 2019**

**AASL National Conference**

The 2019 AASL National Conference & Exhibition will be held Nov. 14–16 in Louisville, Kentucky. The issue will provide an overview of what attendees can expect. Potential articles include interviews with the keynote speakers, reflections from first-time attendees, tips from experienced conference-goers, tips for those who have attended with their administrator, and what to do, see, and eat in Louisville.

**Reservations:** July 3, 2019 | **Materials Due:** Aug. 5, 2019

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**NOV/DEC 2019**

**Maintaining and Managing a Diverse Collection**

How do school librarians manage their collections with the diversity of content and platforms available? This issue will offer insights into how school librarians can successfully manage their collections. Potential articles include guidelines on managing a school library collection, how to make room for new parts of a collection and new spaces in the school library, talking to legislators about the need to maintain a collection, how to best organize a collection, and information on selection and reconsideration policies.

**Reservations:** Sept. 3, 2019 | **Materials Due:** Oct. 4, 2019

**Bonus Distribution:** 2019 AASL National Conference & Exhibition, Nov. 14–16, 2019, Louisville, KY

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**JAN/FEB 2020**

**School Libraries as Havens**

School libraries are a safe space for all students. The issue will provide insight on how to maintain a school library as a haven for all students. Potential articles include creating a third space for students who are immigrants, homeless, poverty/food insecure, and LGBTQ; programming to help students living in poverty; how to ensure your school library is equal/diverse/inclusive; and how to manage bullying in the school library.

**Reservations:** Oct. 22, 2019 | **Materials Due:** Nov. 27, 2019

**Bonus Distribution:** ALA Midwinter Meeting, Jan. 24–28, 2020, Philadelphia, PA

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**MAR/APR 2020**

**Advocacy for a Changing Profession**

The daily job of a school librarian has changed. This shift in roles requires new strategies for advocacy. Potential articles include how to talk to your legislator about the need for and the role of school librarians, different states that have legislation requiring school librarians, assessing the impact of administrators who attend conference with their school librarian, and advocating for the AASL Standards with administrators.

**Reservations:** Dec. 30, 2019 | **Materials Due:** Jan. 31, 2020

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**MAY/JUNE 2020**

**Books and Reading: How to Keep a Reading Culture Alive and Well**

How can school librarians keep current with books and reading to keep a reading culture alive and well in their schools? This issue will examine school librarians’ instruction and promotion of literature. Potential articles include brain development and reading, how to assess the diversity of a school library collection, how to incorporate e-books into a school library collection, what is considered reading with the different platforms now available, and augmented reality and interactivity in books.

**Reservations:** Feb. 22, 2020 | **Materials Due:** Apr. 1, 2020

**Bonus Distribution:** ALA Annual Conference, June 25–30, 2020, Chicago, IL
KQ Print Advertising

CIRCULATION [as of March 20, 2019]

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* Full page bleed ads are accepted: 8” x 10.5” plus .125” bleed in all margins.

PUBLICATION SPECS

Publication trim size: 8” x 10.5”
Untrimmed size: 8.25” x 10.75”
Three column format: 2.167” x 9”
Binding: Saddle-wire stitched

ARTWORK SPECS

Ads must be supplied in PDF format, at a resolution of 300 dpi, with all fonts embedded. If using Adobe InDesign, please export using the preset “PDFX4 2008” (or “PDFX1a 2001” if not available). Otherwise, export using the Press Quality preset or use a commercial printer’s Custom Job Settings.

- Use CMYK for color ads and Grayscale for one-color ads. If ads are submitted using RGB color space, unexpected color changes may occur.
- Make sure registration marks are ON (for full-page ads) and page positioning is centered.
- Set bleed on full-page ads to .125”
- If you want your fractional ad to have a rule around it, please supply one. Otherwise, one may not appear.
- When sending the ads via e-mail, make the subject line: journal, month/season, year (i.e., Knowledge Quest May/Jun 2020) and send the files to mfeatheringham@ala.org.

Add 10% to quoted rates for specific placements.

PREMIUM POSITIONS

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Note: cover positions include 4-color process.
Knowledge Quest Website

**AD RATES**

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**PREMIUM**

200 x 263

**BADGE**

200 x 131

**BUTTON**

120 x 65

Sponsored KQ Blog Posts

Submit a blog post to be featured on the *Knowledge Quest* website. Use your post to introduce *KQ* readers to your product and direct customers to your website or product page. *KQ* blog posts reach more than 1,000 readers a day. Sponsored blog posts will be cross-posted to AASL’s social media accounts. In addition, notifications will be sent to all subscribers of the *KQ* website. [SPONSORED CONTENT] will appear above the text of the blog post.

**SPECS:**

- Headline
- 500–1,000 words of text
- Author name (can be either the name of an individual at the company or the company name)
- Up to 2 images
- Up to 5 links

**Cost:** $1,200 per post

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SPECIAL AD PACKAGES AVAILABLE

Looking to get more bang for your buck or get your message out via multiple *KQ* media vehicles? Special ad packages are available upon request! Contact Meg Featheringham at (312) 280-1396 or e-mail mfeatheringham@ala.org for more information.

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ADVERTISING CONTACT

To advertise in AASL’s *Knowledge Quest* vehicles, please contact:

**Meg Featheringham**
American Association of School Librarians
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**ph:** (312) 280-1396
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The AASL sponsorship and recognition program is designed to highlight those vendor partners who support the work of the organization and the school librarians AASL serves. An AASL National Conference sponsorship will enhance attendees’ conference experience and help underwrite AASL’s expenses, while increasing your company’s presence, networking opportunities, and impression with customers.

For more information or to discuss sponsorship opportunities, please contact Allison Cline at (312) 280-4385 or e-mail acline@ala.org.
AASL’s School Library SmartBrief is a weekly e-newsletter that provides school librarians with the need-to-know news in student literacy, school library learning development, professional leadership, and educational policy. Through content curated by expert editors from primary news sources, School Library SmartBrief helps librarians and educators stay connected with the top headlines, resources, and trends in the school librarian community.

CIRCULATION:
7,000 weekly subscribers

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K-12 School Librarians

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The American Association of School Librarians empowers leaders to transform teaching and learning.