

# Advertising with the Colorado Association of Libraries

Colorado Association of Libraries  
12081 W. Alameda Pkwy #427, Lakewood, CO 80228  
Phone 303/463-6400 • Email: [executivedirector@cal-webs.org](mailto:executivedirector@cal-webs.org)



February 12<sup>th</sup>, 2008

The Colorado Association of Libraries is pleased to work with publishers, vendors, authors, consultants, and all those who offer services to the libraries and librarians of Colorado. I would like to point out that advertising in our quarterly journal, *Colorado Libraries*, is a great way to augment your visibility in Colorado!

2008 is the year of unique and unusual topics that will bring attention to the journal and Colorado and I know that each of you will want to be part of this exciting new look at the world of libraries.

The themes for the issues of 2008 (volume 34) reflect the professionalism and ingenuity of the Colorado Library profession. Volume one is "Reinventing the Library Profession;" volume two is "Special Collections;" volume three is "Successful, Unusual Programs;" and volume four is "Community Stories." Each of these themes focuses on the unique aspects of the library world.

Also, in the upcoming year, there will be some exciting changes to the journal, including peer-reviewed articles and a more professional layout. *Colorado Libraries* has been the benchmark for the professional librarian in Colorado for years. Your advertisements will only add to this reputation.

*Colorado Libraries* is sent to each member of CAL as well as to over 60 individual and institutional subscribers, reaching over 1200 mailboxes each quarter. The CAL membership includes many librarians and media specialists from special libraries, academic institutions, large school districts, and large public libraries. Approximately one-third of the subscriptions are institutional subscriptions to public, school, academic, and special libraries, reaching numerous librarians and media specialists with one issue. In addition we have subscribers in nearly every state and four foreign countries.

Remember, when you join CAL as a corporate member you receive free or discounted ads and conference exhibit space as well as a subscription to *Colorado Libraries*. Read about these benefits under Corporate Membership at [www.cal-webs.org/membership.htm](http://www.cal-webs.org/membership.htm).

If you have any questions, please contact me at 970-218-4753 or [ads@cal-web.org](mailto:ads@cal-web.org). I look forward to working with you in the coming year!

Good selling,

Melissa Powell  
Advertising Coordinator

970-218-4738  
[ads@cal-webs.org](mailto:ads@cal-webs.org)