

# Reference & User Services Quarterly

The Journal of The Reference and User Services Association (RUSA)

**AVERAGE MONTHLY PAGE VIEWS July 2017–June 2018: 46,341**

**RUSA MEMBERS as of April 2018: 3,036**

## Readership

*Reference & User Services Quarterly* readers are librarians employed by academic, public, and special libraries. They include reference librarians, administrators, public services librarians, interlibrary loan librarians, business information specialists, bibliographers, and consultants. Most *Reference & User Services Quarterly* readers hold membership in the Reference and User Services Association (RUSA) and the American Library Association.

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## Editorial

Established in 1960 as *RQ*, *Reference & User Services Quarterly* is the official journal of the Reference and User Services Association of the American Library Association. Its purpose is to disseminate information of interest to reference librarians, information special-

ists, and other professionals involved in user-oriented library services. Articles written by professionals in the field and refereed by a panel of active practitioners address the day-to-day concerns of information processing. Each issue includes substantive reviews of new reference books and professional materials.

Readership engagement with the publication is high. The typical recipient has read all four of the last four issues, spending 49 minutes looking through each one.

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## VOL. 58 ISSUANCE AND CLOSING DATES

Issue	Reservations	Materials	Issue Live
Fall 2018	Aug. 10, 2018	Aug. 24, 2018	Sept. 14, 2018
Winter 2018	Oct. 31, 2018	Nov. 21, 2018	Dec. 14, 2018
Spring 2019	Jan. 31, 2019	Feb. 21, 2019	Mar. 15, 2019
Summer 2019	May 10, 2019	May 24, 2019	June 14, 2019

## DIGITAL AD RATES

Position (All ad positions have one, exclusive advertiser)	Dimensions	1X	2X	4X
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Files should be JPG or GIF, RGB, and no larger than 80k. Please send files to **Bill Spilman** ([bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com)), and RUSA Marketing and Program Specialist **Melissa Tracy** ([mtracy@ala.org](mailto:mtracy@ala.org)). Advertisers and their agencies assume liability for the content of their advertisements, including any claims arising therefrom. The association reserves the right to reject any advertisement considered unsuitable according to RUSA policy. Agency commission is 15% of gross for recognized agencies. There is no cash discount.

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**Volume 58, Issue 1  
Fall 2018**

**Reservations:** Aug. 10, 2018

**Materials:** Aug. 24, 2018

**Volume 58, Issue 2  
Winter 2018**

**Reservations:** Oct. 31, 2018

**Materials:** Nov. 21, 2018

**Volume 58, Issue 3  
Spring 2019**

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**Volume 58, Issue 4  
Summer 2019**

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