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Letter to Donald Ziegenfuss regarding advertising in the Southeastern Law Librarian, June 20, 1983

Hazel Johnson

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DATE: June 20, 1983

TO: Donald Ziegenfuss, President
Southeastern Chapter, American Association of Law Libraries

FROM: Hazel L. Johnson

RE: Newsletter Advertising

Pursuant to your request at the February meeting of SEALL in Orlando, I have surveyed the advertising practices of the Southern California Association of Law Libraries (SCALL), the Law Librarians' Society of Washington, D.C. (LLSW) and AALL. Following is a summary of each organization's policies, subscription rates, methods of obtaining ads, and my recommendations as to guidelines to be adopted for The Southeastern Librarian.

I. Publications Surveyed

Currently, four AALL-affiliated publications offer space for sale to advertisers, Law Library Lights of the Washington, D.C. Chapter, SCALL Newsletter of the Southern California Chapter, AALL Newsletter and Law Library Journal. The latter publication was excluded from this report in view of its less frequent publication schedule and difference in content from the other three. Each title included is of newsletter format featuring brief substantive articles and items of interest to the membership.

Publication schedules range from 5 per year (SCALL) to 6 per year (LLSW) to 10 per year (AALL). Each publication has between 20 and 30 pages per issue and circulates primarily to the respective membership of each organization. In each case, the goal in allowing advertising was to supplement income to offset rapidly increasing printing costs.

II. Advertising Policies

At the present time, only SCALL restricts its publishers to business-card size ads. This is partially due to its overall size of 6½" x 8½". Using the business card ad on a page of this size fills half a page. LLSW has no limitation on size of ad. They feel vendors prefer something larger than a business card. AALL permits any size ad.

In their initial planning, SCALL and LLSW decided on a specific amount of space to be devoted to advertising. LLSW wanted to make $1,000 per issue from advertising and decided to devote 2½-3 pages of their newsletter to advertising.
None of the publications restrict the placement of advertising to a particular page or section of the newsletter.

### III. Rates

<table>
<thead>
<tr>
<th></th>
<th>SCALL</th>
<th>LLSW</th>
<th>AALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single insertion</td>
<td>$25.00</td>
<td>$50-$200</td>
<td>$12.50-$170</td>
</tr>
<tr>
<td>Full year</td>
<td>$100.00</td>
<td>May run ads in as many issues as desired-no price break given</td>
<td></td>
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</tbody>
</table>

As the table above indicates, a great diversity exists in the prices charged for advertising. According to all sources, advertising in the newsletters has been extremely successful.

### IV. Solicitations

In each instance, initial solicitations were made by form letter to area publishers and major vendors. Each letter included the advertising rates and a sample issue. As potential advertisers are identified, the same type letter is sent. Renewals are solicited by personal letter to the vendor from the member responsible for advertising.

### V. Recommendations

Since our goal is to subsidize newsletter costs we need to examine how much revenue we would like to generate, and the amount of space we want to allocate to advertising.

I suggest we set our rates less than those of AALL, in order to attract local vendors. In view of the geographic size of our chapter, we should be able to attract major vendors and single state or regional vendors, like D & S or Harrison. We can use the vendor list compiled for the 1983 regional meeting as a beginning, but I recommend the names of local vendors be solicited from the membership.

From an administrative point of view, requiring annual insertions would be much easier to manage than issue by issue. The correspondence involved in single insertion solicitations and renewals could become overwhelming. However, we need to
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discuss any detrimental effects this policy might bring on for some of the vendors.

I am attaching the correspondence I received from SCALL, LLSW, and AALL along with samples of their product. As an addenda, you might note that The Bureau of National Affairs has already contacted me regarding potential advertising.

/jm

Attachments