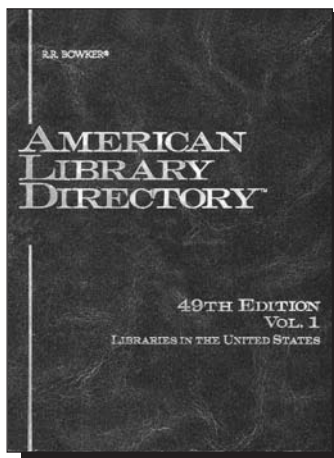


# Libraries/Librarians

**GEOGRAPHIC ANALYSIS**

From the American Library Directory, *Libraries/Librarians* puts you in touch with decision-makers at libraries throughout North America.

- ◆ Reach public, academic, special and government libraries, library-related organizations and library professionals.
- ◆ Useful for anyone who wants to reach the library market to promote:
  - ◆ Books
  - ◆ Periodicals
  - ◆ Music
  - ◆ Audio/Visual Products and Services



*Libraries/Librarians* is updated regularly. Contact a DM2 Account Executive for up-to-the-minute counts.

**Size of List: 67,466**

**Base Price: \$95/M**

## Selections

(Additional Cost/M)

Geographic Analysis:	
State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Canadian Names	\$10/M
Librarians by Title	\$15/M
Libraries by Type	\$15/M
Library Automation	\$10/M
Membership	\$10/M
SIC Code	\$15/M
Special Book Collections	\$10/M
Telephone Numbers	\$30/M

## Multi-Channel Pricing

**Mailing/Telemarketing: \$190/M**

**SEE ALSO:**

- Booksellers**
- Library Journal**
- Publishers Weekly**
- School Library Journal**

Minimum Order: 5,000 Names  
 1 year unlimited usage available  
 Prices subject to change without notice  
 Call for any additional costs, conditions and terms.

State	ZIP Code	Individuals
ME	039-049	612
NH	030-038	615
VT	050-059	404
MA	010-027	2,837
RI	028-029	371
CT	060-069	1,327
<b>New England</b>		<b>9.1%</b>
		<b>6,166</b>
NY	100-149	5,081
NJ	070-089	2,083
PA	150-196	3,043
<b>Middle Atlantic</b>		<b>15.1%</b>
		<b>10,207</b>
OH	430-458	2,631
IN	460-479	1,516
IL	600-629	3,368
MI	480-499	2,114
WI	530-549	1,566
<b>East North Central</b>		<b>16.6%</b>
		<b>11,195</b>
MN	550-567	1,218
IA	500-528	1,288
MO	630-658	1,261
ND	580-588	243
SD	570-577	295
NE	680-693	637
KS	660-679	899
<b>West North Central</b>		<b>8.7%</b>
		<b>5,841</b>
DE	197-199	221
MD	206-219	987
DC	200-205	1,014
VA	220-246	1,516
WV	247-268	488
NC	270-289	1,662
SC	290-299	794
GA	300-319	1,241
FL	320-349	2,098
<b>South Atlantic</b>		<b>14.9%</b>
		<b>10,021</b>
KY	400-427	815
TN	370-385	1,018
AL	350-369	876
MS	386-397	659
<b>East South Central</b>		<b>5.0%</b>
		<b>3,368</b>
AR	716-729	493
LA	700-714	878
OK	730-749	711
TX	750-799	3,011
<b>West South Central</b>		<b>7.5%</b>
		<b>5,093</b>
MT	590-599	314
ID	832-838	364
WY	820-831	227
CO	800-816	880
NM	870-884	398
AZ	850-865	815
UT	840-847	358
NV	889-898	256
<b>Mountain</b>		<b>5.4%</b>
		<b>3,612</b>
AK	995-999	272
WA	980-994	1,095
OR	970-979	709
CA	900-961	4,536
HI	967-968	232
<b>Pacific</b>		<b>10.1%</b>
		<b>6,844</b>
<b>United States</b>		<b>92.4%</b>
		<b>62,347</b>
<b>U.S. Territories</b>		<b>0.3%</b>
		<b>178</b>
<b>Canada</b>		<b>5.8%</b>
		<b>3,925</b>
<b>Mexico</b>		<b>1.4%</b>
		<b>972</b>
<b>Other International</b>		<b>—</b>
		<b>—</b>
<b>APO/FPO</b>		<b>—</b>
		<b>—</b>
<b>Unknown</b>		<b>0.1%</b>
		<b>44</b>
<b>Total</b>		<b>100.0%</b>
		<b>67,466</b>

## Special Book Collections \*

Americana & Regional Study	844
Art and Architecture	3,900
Audio Visual	15,079
Black Literature	2,044
Books	20,920
Business	6,178
Career	11,123
Catholic	1,337
CD ROM Work Stations	344
Computer Science	797
Crafts and Hobby	54
Education	3,006
Energy	523
Environmental	2,954
Ethnic Studies	1,188
Foreign Language	164
Geography	80
Government & Political Science	1,162
Health and Nutrition	1,723
History	9,959
International Relations	242
Jewish	418
Language Arts	281
Law	4,315
Literature	2,534
Mass Communications	382
Medical	5,698
Music	2,062
Performing Arts	2,231
Periodicals	20,428
Philosophy	374
Protestant	1,168
Psychology & Psychiatry	969
Religious	3,657
Safety	116
Self Development	16
Social Behavioral Science	5,571
Spanish Language	1,233
Sports	69
Technical & Science	7,285
Transportation	721
Women's Studies	415

## Membership

Consortia Network Member	356
General Library	66,303
Library System Member	807

## Libraries by Title

Access Services	137	Government Documents	288
Acquisitions	1,160	Head Librarian	251
Acting Director	180	Head of Acquisition	56
Acting Librarian	98	Head of Cataloging	107
Administrative Associate	162	Head of Circulation	46
Administrative Director	54	Head of Library	367
Administrator	35	Head of Reference	203
Adult Services	774	Head of Technical Services	169
Archivist	903	In Charge	1,844
Assistant City Librarian	29	Information Resources	101
Assistant Dean	82	Information Specialist	155
Assistant Director	1,283	Information Technology	115
Assistant Librarian	2,191	Instructional Services	118
Assistant Professor	243	Instructor	176
Associate Dean	77	Interlibrary Loan	1,905
Associate Director	499	Librarian	16,982
Associate Librarian	288	Librarian for the Blind/Physically Handicapped	26
Associate Professor	232	Manager	1,926
Audio Visual	427	Manager Library Services	90
Automation System Coordinator	389	Managing Librarian	108
Bibliographer	65	Media Specialist	485
Bibliographic Instruction	443	Music	40
Bookmobile Coordinator	195	Network Services	460
Branch Coordinator	293	Online Services	427
Branch Manager	897	Outreach Services	139
Business	95	Periodicals	485
Cataloging	1,746	President	349
Chair	93	Professor	254
Chairperson	48	Public Services	1,331
Chief Librarian	499	Purchasing	26
Children's Services	2,482	Rare Books	84
Circulation	2,027	Reader Services	164
City Librarian	26	Reference (Info Services)	3,811
Collections Development	1,766	Reference Services Adult	66
Community Relations	92	Reference Services Young Adult	43
Community Services	70	Research	390
Coordinator	625	Science	35
Curator	513	Senior Librarian	106
Dean	130	Serials	458
Dean of Library	207	Special Collections	451
Deputy Director	167	Special Collections & Archives	38
Director	10,014	State Librarian	36
Director Information Resources & Research	29	Subscriber Title Code	67,466
Director of Library Services	465	Systems Coordinator	368
Distance Education	31	Technical Services	3,017
Document Delivery	25	Technology Coordinator	188
Documents	250	Vice President	77
Electronic Resources	138	Web Coordinator	60
Executive Director	471	Young Adult Services	443
Extension Services	45		

Source: Publisher's own data

\* Multiple Response

## Libraries by Type

Armed Forces Libraries	529
Art/Music Library	461
Blind/Handicap Library	142
College University Libraries	12,666
Corporate Business Libraries	988
Corporate and Govt Tech Libraries	733
Engineering Libraries	170
Federal Libraries	767
Government Libraries	2,405
Junior College Libraries	3,838
Law Libraries	3,151
Library Schools	807
Medical Library	3,924
Municipal State Libraries	711
Network Consortia	356
Public Branch Libraries	2,084
Public Libraries	25,858
Religious Library	2,332

## Library Automation\*

Acquisitions	11,173
Cataloging	16,822
Circulation	20,358
Course Reserve	4,965
Inter Library Loan	4,083
Media Booking	2,111
Opac	14,730
Serials	9,572

Source: Publisher's own data

\* Multiple Response