



# libraries

From MCH—America's Leading Compiler of Institutional Data

## The MCH B2i Advantage

### American Recovery & Reinvestment Act—ARRA

- Libraries will benefit under the economic stimulus package. They will most likely benefit from the \$13 billion for Title I, \$7.2 billion for broadband, a portion of the \$53.6 billion state fiscal stabilization fund, \$4.24 billion for Department of Defense posts, and \$1.33 billion for military hospitals.
- MCH is tracking where the money is going and providing recommendations on how to target this funding at [www.stimulusmarketing.com](http://www.stimulusmarketing.com).

### Tips & Traps

- Libraries are divided into four general categories: school libraries, academic (or college) libraries, public libraries, and special libraries. Each type of library has distinct characteristics and opportunities.
- School libraries are a part of the MCH school database, and can be selected with any of the attributes available for schools. Consider testing the RPM™ Response Potential Model for schools when selecting school libraries.
- Special Libraries encompass a broad variety of niche libraries, including medical, government, business, and law libraries. They should be included in library mailings related to their subject matter. Special library universes are very small. It's typically not worthwhile to use attributes to segment the lists further.
- Public libraries can have complex organizations, which are sometimes misunderstood. The head librarian or library director has great influence over many decisions. At larger libraries, collection development librarians will be the key decision makers on purchases of books and other media.
- It is a common misunderstanding to think that the Acquisitions Librarian is responsible for selecting books and other media for large libraries. The Acquisitions Librarian is actually responsible for receiving new materials and preparing them to enter circulation. The better target for most offers is the Collection Development Librarian.

### Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- Many **Churches** are big book buyers and keep well-stocked libraries onsite for use by their members.
- **Museum** and **Zoo** gift shops frequently offer books and other educational products.

### At a Glance: Libraries

<b>School Libraries</b> .....	<b>\$40/M</b> .....	<b>105,477</b>
School Librarians .....	\$60/M .....	84,336
<b>Public Libraries</b> .....	<b>\$40/M</b> .....	<b>16,370</b>
Library Directors .....	\$60/M .....	9,083
Librarians .....	\$60/M .....	7,015



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see [www.mailings.com/orderinginfo/getthere.html](http://www.mailings.com/orderinginfo/getthere.html)

# Libraries

## In Depth: Libraries

Libraries form a vital part of our systems of communication and learning. They offer a broad repository of informational products and are typically at the leading edge of developments in information technology.

## What Our Customers Say

"We've been using MCH's library mailing lists for many years to promote our books because they seem to reach a comprehensive nationwide library audience."

"[My MCH representative] predicts my needs and asks questions when she sees something that seems questionable or inconsistent from my normal course of business."

"I like my MCH sales representative and her colleagues because they respond with helpful and professional customer service time after time."

## School Libraries

### School Libraries \$40/M

	Elem	Middle/Jr	High	K-12	Total
<b>School Libraries</b> .....	<b>62,802</b>	<b>14,871</b>	<b>19,691</b>	<b>7,172</b>	<b>105,477</b>
Phone (add \$25/M).....	62,797	14,870	19,691	7,172	105,471
Public .....	50,391	14,581	17,181	2,615	85,484
Private .....	6,725	141	1,396	4,434	12,901
Islamic .....	8	1	0	7	16
Jewish.....	319	7	137	87	551
Lutheran.....	1,283	5	84	18	1,392
Seventh Day Adventists .....	499	0	52	143	6943
Catholic.....	5,686	149	1,114	123	7,092

### School Librarians \$60/M

	Elem	Middle/Jr	High	K-12	Total
<b>School Librarians</b> .....	<b>49,316</b>	<b>13,498</b>	<b>17,178</b>	<b>4,214</b>	<b>84,336</b>
Public.....	43,097	13,311	15,454	2,010	73,964
Private .....	2,537	94	778	2,106	5,550
Islamic .....	3	1	0	1	5
Jewish.....	154	4	34	29	221
Lutheran.....	481	2	59	12	554
Seventh Day Adventist .....	73	0	38	57	168
Catholic.....	3,682	93	946	98	4,822

School Libraries can be selected using any school attributes.

### School District Personnel \$60/M

	Unified & K-12	Elem Only	Sec Only	Total
Instructional Media Director.....	6,668	778	183	7,959
Library Services Director.....	6,315	1,066	198	7,753
Literacy Coach.....	569	71	9	661
Reading Director .....	2,126	356	52	2,596
Remedial Reading Director.....	2,074	347	46	2,489
Title I Director .....	9,482	1,676	254	11,744

### School Personnel \$60/M

	Elem	Middle/Jr	High	K-12	Total
English/Language Arts.....	31,984	84,153	124,025	10,414	250,838
Literacy Coach.....	4,885	764	384	142	6,181
PTA/PTO President .....	4,381	737	167	19	5,301
Reading.....	55,254	30,164	8,129	2,504	96,301
Remedial Reading.....	7,001	1,220	663	312	9,201
Title I Coordinator .....	12,283	2,009	1,431	580	16,310

## Academic Libraries\*

### Academic Libraries

	People \$92/M	Institutions \$52/M
Total Count .....	21,853	6,227
<b>SELECTIONS</b>		
Four-Year College Libraries.....	14,560	3,618
Two-Year College Libraries.....	5,190	2,231
Law School Libraries .....	1,285	214
Medical School Libraries.....	818	164

#### PERSONNEL

Collections Department Specialists .....Inquire  
 Personnel in the library who oversee collections and make purchasing decisions in specific areas. Available by Academic Specialty.

Academic Advocates.....Inquire  
 Faculty members and chairperson selected by each department to solicit the library staff for new purchases in their discipline. Available by Academic Specialty.

\*Not an MCH-compiled list. Minimum order \$300. MCH GetThere™ Guarantee does not apply.

### Administrative & Technical Staff \$92/M

Acquisitions Librarian .....	918
Circulation Librarian .....	3,810
Collection Development Director .....	504
Head Librarian .....	6,540
Library Director .....	8,961
Reference Librarian.....	3,833
Serials/Periodicals Librarian .....	728
Technical Services Librarian.....	616

# Libraries



## Public Libraries



**Total Count... \$40/M .....16,370**  
 Main Library..... 9,238  
 Branch Library..... 7,161  
 Phone.....add \$25/M.....16,346

**LIBRARY FEATURES .....ADD \$10/M**  
 Audio Books .....15,199  
 Bookmobile.....761  
 Friends of the Library.....9,651  
 Internet .....15,739  
 Literacy Programs.....2,276  
 Music.....12,512  
 Online Catalog.....13,584  
 Special Need Services.....2,515  
 Video.....14,221  
**OTHER SELECTIONS.....ADD \$10/M**  
 Book Budget.....6,104  
 Expenditures .....13,044  
 Number of Branch Libraries.....1,287

### Public Library Personnel

**\$60/M**

	Main Library	Branch Library	Total
Library Director.....	9,058	25	9,083
Librarian.....	42	6,973	7,015
Acquisitions Librarian.....	718	60	778
A/V Media Librarian.....	305	36	341
Children's Services Librarian.....	3,851	1,409	5,260
Collection Development Librarian.....	333	47	380
Reference Librarian.....	2,086	422	2,508
Young Adult Services Librarian.....	1,380	507	1,887

#### Library Director

Chief administrator of a library system, located at a main library and oversees multiple locations. For complete coverage, also select Librarian.

#### Librarian

Head Librarian of a branch or main library. For complete coverage, also select Library Director.

#### Acquisitions Librarian

Manages acquisitions, processing and maintenance of all print and digital assets of the library including databases and digital tools.

#### A/V Media Librarian

Manages selection and maintenance of the audiovisual collection which can include audio books, music, computer applications, and videos.

#### Children's Services Librarian

Responsible for the library's collection of material that will cater to children from birth to early teens. The juvenile collection can contain not only books and A/V materials, but toys, games, and computer programs.

#### Collection Development Librarian

Manages evaluation, planning, and growth of the library's collection.

#### Reference Librarian

Maintains the ever-changing flow of information and materials used by the public. The reference staff answers questions received by phone or e-mail and assists patrons and local businesses with research projects.

#### Young Adult Services Librarian

Manages selection and acquisition of materials suitable and interesting to young adults. Develops programs to help young adults become lifelong library patrons.

# Libraries

## Special Libraries

Type	Librarians \$60/M	Libraries \$40/M
Art, Historical, Music, Special Society & Foundation Libraries .....	824 .....	1,227
Business & Corporate Libraries.....	586 .....	808
Government Libraries.....	1,147 .....	1,507
Law Libraries .....	1,366 .....	1,904
Medical Libraries .....	444 .....	710
Medical Libraries in Hospitals.....	3,026 .....	4,883
Military Libraries.....	186 .....	258
Museum Libraries .....	864 .....	1,404
Religious Libraries.....	694 .....	1,023
Science & Technical Libraries .....	661 .....	867
Special Needs Libraries.....	44 .....	171
State Libraries .....	51 .....	51
Veterans Hospital Libraries .....	114 .....	131

### Art, Historical, Music, Special Society & Foundation Libraries

Includes foundations, archives, music libraries, art libraries, Masonic Lodges, societies, historical libraries, architectural libraries, etc.

### Business & Corporate Libraries

Includes businesses, corporations, newspapers, economics, finance, investing, banks & banking, international business, insurance, patents, retailing, advertising, trade libraries, etc.

### Government Libraries

Libraries operated by government departments and agencies including Commerce, Defense, FDA, Housing and Urban Development, IRS, Labor, Postal Service, Treasury, Veterans Affairs, etc.

### Law Libraries

Includes law libraries at colleges and universities, law schools, law firms, courts, and district attorney offices.

### Medical Libraries

Medical Libraries may be located at medical schools, schools of nursing, veterinary schools, etc. Order medical libraries in hospitals for complete coverage.

### Medical Libraries in Hospitals

Libraries located at a hospital for use by medical staff, residents, medical students, and employees of the institution.

### Military Libraries

Libraries located at military installations or universities.

### Museum Libraries

Libraries that house historical collections that may be specialized by geographic area, subject matter, or an individual.

### Religious Libraries

Includes religious libraries at universities, colleges, seminaries, synagogues, churches, monasteries, Jewish congregations, diocese, etc.

### Science & Technical Libraries

Includes engineering, chemical, electronic, missiles and space, scientific, nuclear science, technology libraries, etc.

### Special Needs Libraries

Libraries designed specifically to serve patrons with disabilities.

### State Libraries

A library operated by the state that maintains collections of historical documents and books and provides resources to government officers, state employees, historians, and citizens.

### Veterans Hospital Libraries

Libraries located at Veterans Hospitals that provide resources to patients and staff.

