

# 2025 Digital Advertising with WT Cox Public, School K-12 and Junior College Libraries

## Don't Miss This —Ad Space in CoxNet Portal

With over 150,000 catalog views, you won't want to miss this opportunity!

### ADVERTISING OPTIONS INCLUDE:

***Recommended to target Public, School K-12 and/or Junior College markets:***

**CoxNet—our exclusive subscriptions management portal**



Our customers all utilize CoxNet to order, manage, claim and process titles throughout the subscription year. Your ad placement here offers the highest level of visibility to our library decision-makers and admin teams! Publishers can choose target markets from Public, School K-12 to Academic library login portals.

\*ADDED VALUE—all CoxNet ads are also automatically included in our prospect's catalog. Here, our library prospects provide registration details and "shop" for titles to add to their library collection to begin working with WT Cox and access pricing.

***Added exposure to reach our Public, School K-12 and/or Junior College library markets:***

**2025 Annual Catalog—a colorful digital flipbook listing of our top 3,000 most ordered titles**

Distributed electronically to all Public, School K-12 and Junior College library prospects.

**Digital Top Titles Lists—advertise on our popular condensed collection lists**

Choices include: Elementary, Middle, High School, Public, Junior College, Spanish and Asian Pacific

**Digital Sample Issues—share a sampling of your content to libraries**

Place a Digital Sample Issue in CoxNet for libraries to take a look at your title and flip through the content as they make decisions for their library.

**Advertising and Artwork Deadline November 1, 2024**

**Monthly Targeted Email Campaigns All Year Long**  
**Drive Added Exposure to These Tools and Your Ad Placements**



For additional information:  
**Cynthia Vidal 910-294-8298**  
Email: [cvidal@wtcox.com](mailto:cvidal@wtcox.com)

# Advertising Options

## 2025 Annual Catalog Digital Flipbook

[www.wtcox.com/catalogs.cfm](http://www.wtcox.com/catalogs.cfm)

- ◇ Published since 1974 and a customer favorite
- ◇ This colorful catalog features our top 3,000 most ordered titles for School, Public and Junior College libraries
- ◇ Hyperlinks to digital samples and includes topical index of titles
- ◇ Full page, half page, quarter page and featured title ads are available.
- ◇ Only published ONCE a YEAR. Don't miss out!



Highlights brainPLAY



BrainPLAY is packed with brain-twisting fun to fuel kids' curiosity and includes enough puzzles, games, quizzes, and articles to keep kids busy for hours of irresistible fun, requiring nothing but their brains (and a pencil) to play! Ages 7+

[Download Sample Issue](#)

## Digital Sample in CoxNet Portal

### CoxNet—Password Protected

New for 2025 our Digital Sample Issue program has been replaced with the Featured CoxNet ad below and the digital sample upgrade allows publishers to provide a sample issue to share with libraries during the decision making process.

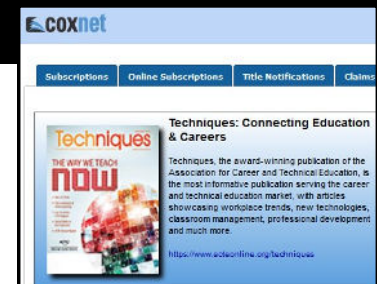
## CoxNet Online Subscriptions Management Portal

### CoxNet Portal —Password Protected

Our exclusive customer and prospect library interface where users can access over 300,000 print and digital titles and databases to add to their order instantly!

Options include a Featured Title placement to highlight your titles among the many others and Skyscraper display space along the side of all titles.

Choose from Public, School K-12 and/or Junior College featured market(s).



## Top Titles Lists LIMITED SPACE AVAILABLE

[www.wtcox.com/catalogs.cfm](http://www.wtcox.com/catalogs.cfm)

- ◇ Customer and prospective customer use these condensed lists to choose the most popular titles for their library. They are a popular tool for libraries
- ◇ Choose featured title listing, full page, half page or quarter page display space
- ◇ Lists include Elementary School, Middle School, High School, Public Library, Spanish and Asian Pacific titles.

WT Cox Information Services

100 Popular Titles For Elementary Schools for 2023

For a complete checklist contact WT Cox Information Services.

**Animal Tales**

Animal Tales is a colorful and fun book that features 100 animal stories. The stories are written by award-winning authors and are perfect for young readers. The book is available in both print and digital formats.

**BrainPLAY**

BrainPLAY is a monthly educational magazine for children ages 7-12. It features puzzles, games, quizzes, and articles to keep kids busy for hours of fun. The magazine is available in both print and digital formats.

WT Cox offers over 300,000 print and digital titles!

Call 800-371-4141 or visit [www.wtcox.com](http://www.wtcox.com) for assistance.

# 2025 WT Cox Advertising Contract

Publisher: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City / State / Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Title(s): \_\_\_\_\_

CoxNet Portal	Titles/Markets Selected			Price	Qty	Total
	Public	School K 12	Junior College			
Featured Title (Cover + 255 char. limit)				\$ 400		
Skyscraper Ad (160x600 pixels) <i>Choose One Market</i>				1,000		
Skyscraper Ad (160x600 pixels) <i>All Markets</i>				2,500		
2025 Annual Catalog Digital Flipbook	Titles Featured			Price	Qty	Total
Featured Title (Cover + 255 char. limit)				400		
+Hyperlink to Digital Sample from Featured Title				100		
Full Page Full Color (7" x 9.75")				2,250		
Half Page Vertical (3.25" x 9.5")				1,200		
Quarter Page (3.25" x 4.75")				900		
Front Cover Shot				500		
Top Titles Lists Public/Elem/Middle/High/Jr College	Titles and Lists to Feature			Price	Qty	Total
Featured Title (Cover + 255 char. limit)				250		
+Hyperlink to Digital Sample from Featured Title				100		
Full Page Full Color (7" x 9.75")				750		
Half Page Vertical (3.25" x 9.5")				500		
Quarter Page (3.25" x 4.75")				350		
Digital Sample Issue in CoxNet	Titles Featured			Price	Qty	Total
Add a PDF sample linked from your CoxNet Ad				100		

**Deadline for Ad Contract & Artwork is November 1, 2024**

**Total:**

ADDED NOTES: \_\_\_\_\_

**Artwork:**

- Email cmooney@wtcox.com for added specs
- Art to follow by \_\_\_\_\_
- Same as 2024 artwork
- Other \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



For additional information:  
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