# 2027 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:***

**2027 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 December 1, 2026**

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

WT COX Information Services

For additional information:
**Cynthia Vidal 910-294-8298**
Email: cvidal@wtcox.com

# Advertising Options

## 2027 Annual Catalog  Digital Flipbook




***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!

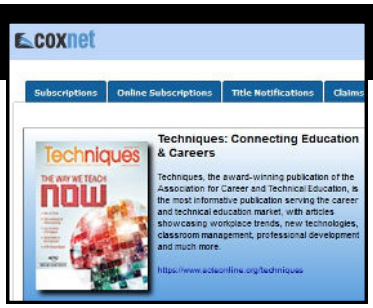



## Digital Sample in *CoxNet* Portal

***CoxNet—Password Protected***

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

## *CoxNet*  Online  Subscriptions  Management  Portal



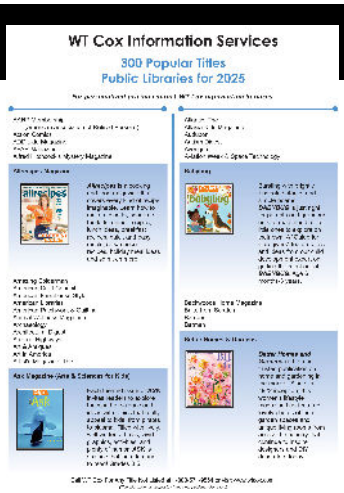

***CoxNet Portal —Password Protected***

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***

- ◊ 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.

# 2027 WT Cox Advertising Contract

Publisher: _____ Contact: _____

Address: _____ City / State / Zip: _____

Phone: _____ Email:_____

Title(s):_____

| CoxNet Portal | Titles/Markets Selected<br>Public School K 12 Junior College | Price | Qty | Total |
|---|---|---|---|---|
| Featured Title (Cover + 255 char. limit) | | $ 400 | | |
| Skyscraper Ad (160x600 pixels) *Choose One Market* | | 1,000 | | |
| Skyscraper Ad (160x600 pixels) *All Markets* | | 2,500 | | |
| **2027 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 December 1, 2026*** **Total:**

ADDED NOTES: _____

_____

**Artwork:**

- ❑ Email cperrine@wtcox.com for added specs
- ❑ Art to follow by _____
- ❑ Same as 2027 artwork
- ❑ Other _____

Signature: _____

Date: _____

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