Why Partner With CLC

TRUSTED BRAND. ENGAGING CONTENT. PROVEN SUCCESS.

CLC is a trusted brand in the Connecticut library market. We visit our members, get to know them personally, and answer their calls and emails. When CLC promotes a product or service, members feel confident that it meets CLC’s strict quality standards.

CLC’s librarian marketers understand how to reach your target audience with engaging emails. We take the time to research your product and explain its benefits to our members.

CLC’s email open rates are more than double the average for non-profit organizations.

CLC BY THE NUMBERS

CLC MEMBER LIBRARIES
CLC is the only multi-type library cooperative in Connecticut. Our members come from every size and type of library across the state.

Public Libraries: 224
  98% of CT public libraries are CLC members

Academic Libraries: 51
  87% of CT higher ed institutions are CLC members

School Libraries: 511
  69% of CT public school districts have at least 1 CLC member

Special Libraries: 26
  A wide variety of corporations and nonprofits choose CLC

TOTAL LIBRARIES: 812

CLC WEBSITE
CLC’s website at ctlibrarians.org is a prime resource for CT library staff to find a product, a program, or a job.

Website users, 2018: 54,956
Website pageviews, 2018: 258,118

CLC ROUNDTABLES
CLC’s roundtables are interest groups for library staff with a shared library type, role, or passion. Meetings typically consist of informal discussions, but may also be formal presentations with speakers. Roundtables offer unique opportunities for networking, sharing ideas, problem-solving, and fostering community.

CLC staff attend most roundtable meetings, which are prime opportunities to share product information and get feedback.

Active roundtable groups: 32
Roundtable meetings held, 2018: 109
Total attendance, 2018: 1,459

CLC EMAILS
CLC’s emails are targeted to relevant library types and interests. We keep our email frequency modest and our content relevant, virtually eliminating opt-outs and maintaining high open rates.

2,300+ CT library and school staff, partners & stakeholders receive CLC’s targeted emails
46% of subscribers open CLC’s e-newsletter
  (average for small non-profits: 20%)
36% of subscribers open CLC’s emails overall
  (average for small non-profits: 17%)

For information and opportunities, contact: Jennifer Keohane, Executive Director
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