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 statewide.

Public Libraries: 222
98% of CT public libraries are CLC members

Academic Libraries: 45
80% of CT higher ed institutions are CLC members

School Libraries: 510
68% of CT public school districts have at least 1 CLC member
39 CT private & parochial schools are members

Special Libraries: 25
A wide variety of corporations and nonprofits choose CLC

TOTAL LIBRARIES: 802

CLC WEBSITE

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

Website users, 2020: 63,755
Website pageviews, 2020: 286,203

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, both in person and virtually.

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

Active roundtable groups: 34
Roundtable meetings held, 2020: 145
Total attendance, 2020: 2,513

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.

~2,400 CT library and school staff, partners & stakeholders receive CLC’s targeted emails
45% of subscribers open CLC’s e-newsletter (average for small non-profits: 20%)
40% of subscribers open CLC’s emails overall (average for small non-profits: 17%)

For information and opportunities, contact:
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