

LIBRARY RESOURCE GUIDE™ 2011–2012

Reach More Buyers, Close More Sales, Make More Money

» Advertise in the *Library Resource Guide*— in Print and Online

» Reach out. Focus. Make the Connection.

With a print circulation of 50,000 and an accompanying online version that delivers thousands of impressions every month, *Library Resource Guide*™ (LRG), published by Information Today, Inc., is an unmatched resource of services and suppliers for today's library community.

Library Resource Guide™ creates the strongest possible link between library decision makers and library marketers—the people who develop the products and offer the services. In a business arena that generates more than \$5 billion a year in sales, you can't afford to be without this direct connection to your buyers. With an advertisement in *Library Resource Guide*™, you will target your market, reach your buyers, and make the sale.

» The One Address Shared by the Entire Library Market

Your ad space in the print edition comes with a circulation of almost 50,000 of today's nationwide library buyers. *Library Resource Guide*™ mails directly to an exclusive list of library professionals and purchasers of *American Library Directory*™, a comprehensive guide of information on libraries throughout North America. Additionally, *Library Resource Guide*™ is widely distributed at all the leading library conferences, including ALA, SLA, Computers in Libraries, and Internet Librarian.

» Print Advertising Rates

Listings Included in both print and online editions.

Your full company information will be located alphabetically as well as by subject.

- > Basic Listing: address, phone, fax – \$200 per category
- > Expanded Listing: all contact information, plus website and email address with online links, detailed company description (up to 75 words), and personnel – \$575 (includes listing in up to five separate subject categories)
- > Expanded Listing: with 4-color company logo – \$950

Display Ads

- > Full-page: \$2,805
- > Half-page: \$1,705
- > Quarter-page: \$1,155
- 2-color: +\$175
- 4-color: +\$300

Covers and Section Dividers

- > Front cover: \$6,375
- > Back cover: \$5,650
- > Inside front: \$5,350
- > Inside back: \$4,125
- > Section divider: \$4,550

Footers

- > \$5,500: Runs across bottom left or right pages. Either alpha section or category chapter

Headers

- > \$4,500: Runs on either right or left pages, across the top.

Closing Dates

SPACE RESERVATION	ALL MATERIALS DUE
2/25/11	3/11/11

LIBRARY RESOURCE GUIDE™ 2011–2012

Advertise Using the Power of the Internet

❖ We're online to keep you in touch.

www.libraryresource.com

Provided free of charge, the online version of *Library Resource Guide*™ is a user-friendly, easily navigated website that provides librarians and their staffs with quick-and-easy access to suppliers and service providers. This easy-to-use source enables users to browse the numerous entries with the services and suppliers listed by category or in alphabetical order. They can search by category, consult a complete company index, or conduct a full-text search. Everything that is found in the print version is found here ... but with live links to listed companies.

- > Average Page Views Per Month: More than 29,000
- > Average Site Visitors Per Month: More than 11,000

❖ Put web advertising to work for you.

Online Advertising Rates & Specifications

- > Listings and Links—included with print listing options on previous page
- > Company Logo—located above company listing information (120x60 pixels)
- > Banner Ads (468x60 pixels, 10K file size, GIF or JPEG format):
Annual Rate—\$2,800
- > Tile Ads (100x100 pixels, 8K file size, GIF or JPEG format):
Annual Rate—\$1,700

Banners and tiles will rotate sitewide with those of other advertisers.

❖ Put advertorials to work for you.

New Opportunity for LRG Advertisers

Want to give your key prospects the inside view on how well your products and services are performing in the real world?

Let your *LRG* White Paper Advertorial tell the story. Advertorials are an excellent medium to demonstrate how librarians are using your library systems, software, and related products and services to operate and manage their library more efficiently. With an *LRG* print circulation of almost 50,000 and an accompanying online version that delivers thousands of impressions every month, there simply is no better way to stay out in front of other suppliers which are targeting your most valuable prospects.

White Paper Advertorials will be prominently displayed and located in a special section of the *Library Resource Guide*™. All you need to do is provide us with your copy and we will design, review, and edit it for your final approval.

❖ For more information or to book your listing, contact:

Chuck Fiorello • 337 E. 33rd Street, Suite 2A • New York, NY 10016
(212) 689-2855 • (270) 738-4305 fax • cfiorello@infotoday.com



LIBRARY RESOURCE GUIDE™ 2011–2012

❖ *Library Resource Guide* Print Ad Specifications

Preferred formats

> Press Ready PDF

> Photoshop TIFF files for Macintosh (CMYK)

- 300 dpi, size and bleeds according to pub specs

> Logos

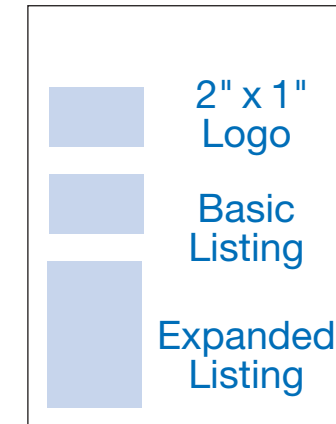
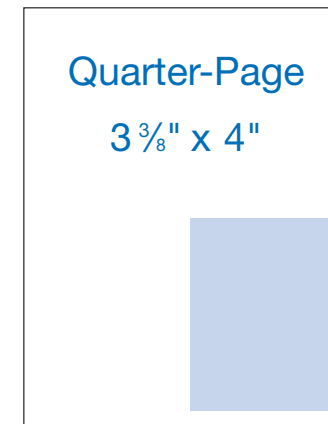
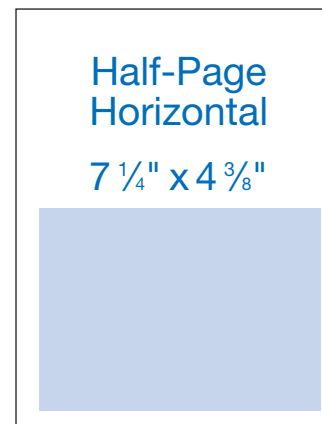
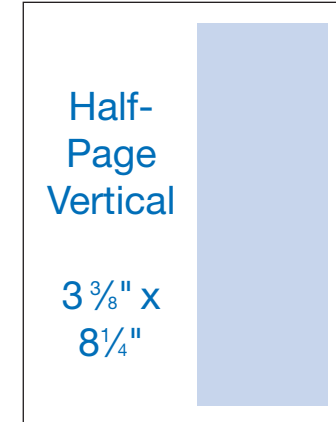
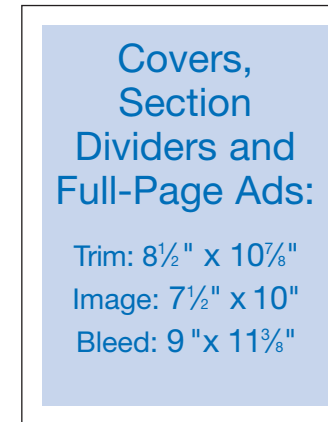
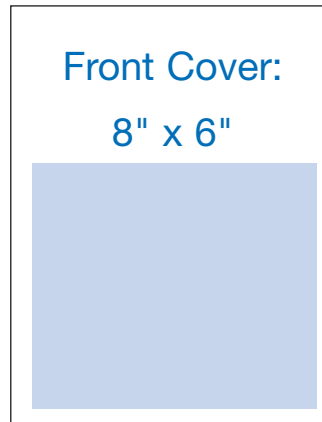
- must measure 2 x 1" at 300dpi for the printed version

> Trouble-free QuarkXPress 6.5 or earlier (Mac)

- all art and PostScript fonts for Mac enclosed; do not use true type fonts
- CMYK color specifications only
- high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- TIFF file format for raster images; EPS file format for vector images
- flatten image files in their native applications before placing in Quark
- convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS
- Photoshop EPS should only be used for images containing clipping paths

> Please submit ads electronically:

- Go to: www.infotoday.com/advert/CTPAdSpecs.pdf for details.
- We also accept CDs or DVDs. Please mark disc with title of ad, name of agency, and LRG 10–11.



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Category Listings ... detailed and easy-to-locate for buyers.

Abstracting & Indexing Services
Access Control Systems
Acid-Free Products
Acquisitions
ADA Compliance Products & Services
Adhesives & Posting Materials
Architecture & Interior Design
Arts & Crafts
Audio Dealers, Distributors, & Wholesalers
Audio Equipment, Supplies, & Services
Audiobook Dealers, Distributors, & Wholesalers
Audiobook Reviews
Audiocassette Dealers, Publishers, & Wholesalers
Audiovisual Dealers, Distributors, & Wholesalers
Audiovisual Equipment, Supplies, & Services
Automation Equipment, Supplies, & Services
Back Volume Agencies
Bags
Bar Code Equipment & Labels
Binding Equipment, Supplies, & Services
Book Covering & Repair
Book Dealers, Distributors, & Wholesalers
Book Dealers, Distributors, & Wholesalers—Foreign & ESL
Book Dealers—Technical
Book Leasing
Book Returns
Book Stacks
Bookmobiles
Carpeting & Flooring
Cataloging & Processing Equipment & Supplies
Cataloging & Processing Services
CD/DVD Previewing Stations

CD-ROM Dealers, Publishers, & Wholesalers
CD-ROM Equipment, Supplies, & Services
Children's Library Supplies & Furnishings
Collection Development Services
Collection Management
Collection Management Software
Compact Discs
Compact Shelving
Computer Equipment & Supplies
Computer Software
Computer Software—Security
Conservation & Restoration Equipment, Supplies, & Services
Continuations
Cybermobiles
Data Conversion
Debit Cards
Dehumidification
Die Cutting Equipment & Supplies
Digital Content Management
Digital Library
Displays
Document Delivery Services
DVD Dealers & Distributors
Ebook Conversion
Educational Software
Electronic Journals
Electronic Publishing
Entertainment
ESL Distributors—All Levels
Financial Services
Fundraising Consultants
Furniture

Globes
Government
Gray Literature
Humor
Image Conversion
Image Management
Image Management Software
Indexing
Insurance
Integrated Library Software & Supplies
Interlibrary Loan
Internet Services
Knowledge Management Software
Knowledge Organizations
Knowledge Organization Tools
Laminating Systems & Supplies
Language Programs
Library Associations
Library Building Consultants
Library Management
Library Software
Library Supplies & Equipment
Maps
Materials Flow Management
Media Storage Cabinets & Systems
Microfilm
Microfilm Equipment, Supplies, & Storage
Midlife Planning
Mobile Classrooms
Mobile Computer Labs
Moving Equipment, Services, & Supplies
Multimedia Distributors, Producers, & Publishers

» **Who needs to
advertise in
Library Resource
Guide™?**

**If you see your
business here—
YOU do!**



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Category Listings ... detailed and easy-to-locate for buyers.

Multimedia Fixtures & Shelving
Music
Networks & Services
Online Databases, Networks, & Services
Out-of-Print Audiovisual
Out-of-Print Books
Out-of-Print Books—Technical
Outsourcing
Patron ID Cards & Systems
Patron Self-Checkout
Periodicals
Personnel Services
Photo & Negative Storage
Photocopying Equipment & Supplies
Publishers—Academic
Publishers—Audiobooks
Publishers—Books
Publishers—Business & Career
Publishers—Children & Young Adult
Publishers—Craft & Hobby
Publishers—Foreign Language
Publishers—Health
Publishers—History/Political Science
Publishers—Infants & Toddlers
Publishers—Information
Publishers—Language Arts
Publishers—Legal
Publishers—Lifestyle Planning
Publishers—Maps
Publishers—Medical

Publishers—Multicultural & Social Studies
Publishers—Personal Growth
Publishers—Preschool
Publishers—Reference
Publishers—Research
Publishers—Retirement Planning
Publishers—Science
Publishers—Self-Help
Publishers—Spiritual
Publishers—Technical
Publishers—Trade
Publishers—Training/Technical
Publishers—Travel Books
Readers' Advisory Resources
Reprints
Retirement & Tax-Deferred Annuity Plans
Review Journals
RFID—Radio Frequency Identification
Security
Serials Management
Shelving
Signage
Sign Language
Spoken Word
Staffing
Storage Cabinets & Systems
Subscription Agencies
Technology
Videocassette Dealers, Publishers, & Wholesalers
Virtual Library

» **Librarians need suppliers.
You need customers.**

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**and make the
connection.**

» **For more information or to book your listing
or display advertisement, contact:**

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