

MORE OFFERS AND OPPORTUNITIES

Mail List Rental Rates 2012

➤ Periodicals

	NAMES	COST
Information Today, Inc. Catalog List	9,000 <i>(minimum order 3,000)</i>	\$130/M
Information Today Subscribers The Newspaper for Users and Producers of Digital Information Services	1,600	\$640 Flat
Computers in Libraries Subscribers Provides Complete Coverage of Library Information Technology	3,000	\$695 Flat
Searcher Subscribers The Magazine for Database Professionals	1,500	\$595 Flat
ONLINE Subscribers Exploring Technology & Resources for Information Professionals	1,900	\$695 Flat
MLS: Marketing Library Services Subscribers A "How-To" Marketing Newsletter Written Specifically for Librarians	550	\$150 Flat
Intranets Subscribers A Newsletter Covering Enterprise Strategies and Solutions	150	\$100 Flat
The CyberSkeptic's Guide Subscribers The Newsletter for Internet Research	400	\$175 Flat
The Information Advisor Subscribers A Newsletter for Business Information Professionals	300	\$150 Flat

The list rental availabilities shown above for *Information Today*, *Computers in Libraries*, *Searcher*, and *ONLINE* do not necessarily match the actual circulation figures for these publications. The actual circulation figures for these publications are typically higher than those that are available for rent.

➤ Augment your ads and sponsorships with direct mailings to our customer lists.

List rentals are for one-time use only and are available on pressure-sensitive, four-across Cheshire labels, on disc, or via email in ASCII comma-delimited format (\$35 surcharge).

➤ Contact

Michael Zarrello
Advertising Sales Director
(609) 654-6266 ext. 132 • (609) 714-2159 fax
mzarrello@infotoday.com

Other periodical mail lists available for rental:

KMWorld Subscribers—For pricing and counts, contact Judie Webster at (207) 236-8524 ext. 325.

CRM Subscribers—For pricing and counts, contact ALC at (800) 252-5478.

EContent Subscribers—For pricing and counts, contact ALC at (800) 252-5478.

Internet@Schools Subscribers—For pricing and counts, contact Worldata at (800) 331-8102.

Streaming Media Magazine Subscribers—For pricing and counts, contact Worldata at (800) 331-8102.

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➤ Conference Attendee Lists

	NAMES	COST
Computers in Libraries 2011 Attendees	2,000	\$395 Flat
Internet Librarian 2011 Attendees	1,000	\$255 Flat
KMWorld 2011 Attendees	1,000	\$400 Flat
WebSearch University 2011 Attendees	250	\$150 Flat

NOTE: List prices and counts subject to change. Check with your ITI sales representative for the most up-to-date information.

➤ Directory Lists

American Library Directory™—Continuously updated list of North American libraries, librarians, consortia, etc. For pricing and counts, contact DM2 lists at (800) 323-4958.

American Book Trade Directory™—Continuously updated list of North American bookstores, book distributors, etc. For pricing and counts, contact DM2 lists at (800) 323-4958.

Literary Market Place™—Continuously updated list of book publishers and book publishing industry suppliers. For pricing and counts, contact DM2 lists at (800) 323-4958.

Normal shipping: 10 days after receipt

Special shipping: 5 days after receipt (Note: A 5% surcharge will be added)

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