

COMPUTERS IN LIBRARIES BUYER'S GUIDE

➤ **Computers in Libraries Buyer's Guide—in print and online too**

➤ <http://bg.computersinlibraries.com>

The *Computers in Libraries Buyer's Guide* provides thousands of librarians and other information professionals with important information about library suppliers. Throughout the year, the annual *Buyer's Guide* serves as a day-to-day reference source for library systems hardware and software, online databases, books and periodicals, day-to-day supplies, and many other products and services for the library community. And now that it's available online, it's even more convenient for readers to refer to. It features alphabetical listings of producers and distributors, a products and services section for locating appropriate suppliers, and complete contact information for every vendor listed.

➤ **Who does it reach?**

The *Buyer's Guide* reaches thousands of top prospects. In addition to the 5,000 subscribers and readers of *Computers in Libraries*, an extra 50% overrun will be distributed at conferences and trade shows such as SLA, ALA, ACRL, Internet Librarian, Internet Librarian International, and the Computers in Libraries conference. Studies of previous *Buyer's Guides* indicate that more than 30,000 people will refer to this issue at least once during the year following publication. With that kind of readership, plus the bonus trade show circulation, **a full-page ad will cost less than 3 cents per person.** There is no more cost-effective advertising vehicle available in this field.

➤ **Staying up-to-date**

With the *Buyer's Guide* online, you can update your listing as often as you like. Whenever change happens, you can go online and make instant updates yourself!

➤ **Now accepting white papers**

Complement your listing with an ad or sponsored white paper on any subject related to library technology products and services.



PRINT DEADLINES

➤ Space Reservation: 5/23/12

➤ Materials Deadline: 6/7/12

Boldface Listing—\$595

In addition to space advertising, you can highlight your name-and-address listing in the *Buyer's Guide* with a boldface description of your products and services. This Boldface Listing is an opportunity to write a 150-word description displayed in bold type in order to catch the eye of the purchaser.

For more information on a Boldface Listing in the *Buyer's Guide*, contact:

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

To place an ad or white paper, contact:

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

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➤ What our readers buy

Our readers buy anything and everything that matters in a library, research department or enterprise ... from library management systems and ILS to books and other content assets, systems, and solutions. The list of top categories covered by our annual *Computers in Libraries* Buyer's Guide edition doesn't begin to sum it up. If you've got something to sell to libraries, we have the media in place.

If you sell any of these products or services, your *CIL* advertisements will be seen by the right people—those who choose, buy, and use library technology.

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➤ Product categories

HARDWARE	
	<ul style="list-style-type: none"> › Adaptive Computing Devices › Antitheft Devices › Backup Devices › Bar Code Readers › Coin-Op/Card-Op Systems › Hand-Held Scanners › Kiosks › Network Attached Storage (NAS) › Personal Digital Assistants (PDAs) › RAID Arrays › RFID Systems › Robotic Systems › Scanners › Security Equipment › Self-Check Systems › Servers › Tape Drive Systems › Wireless Equipment
SOFTWARE	
	<ul style="list-style-type: none"> › Chat Reference › Content Management › Database Management › Electronic Resource Management › Information Management › Integrated Library Systems Software › Library Automation › Linking Software › Open Source › PAC Management › Print Management Software › Screen Readers › Security › Serials Management Software › Time Management Software › Tutorials
INFORMATION SERVICES/REFERENCE MATERIALS	
	<ul style="list-style-type: none"> › Databases › Directories—Electronic/Online/Disc › Ebooks › Encyclopedias—Electronic/Online/Disc › Indexes/Abstracts—Electronic/Online › Information Packaged for Mobile Devices › Library Technology Books › Newspapers—Electronic/Online › Online Information Services › Periodicals—Online (Full Text)
SERVICES	
	<ul style="list-style-type: none"> › Consulting—Automation › Consulting—Security › Consulting—Networking › Database Services (Remote Access) › Digitizing/Scanning › Information Literacy Assessment › Serials Processing/Management › Technical Processing › Technology Training/Instruction › Webpage Development/Design