

# REACH OUT TO THE LIBRARY COMMUNITY

*Computers in Libraries*

*Information Today*

*ONLINE*

*Searcher*

*Information World Review*

COMBINED MEDIA KIT



 Information Today **2012**

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# REACH, COMPETE, AND GROW LIBRARY MARKET SHARE

## With ITI's library pubs

**Information Today, Inc. (ITI) reaches 10,000 libraries that pay to receive our magazines' objective insights about information science, services, products, and technology.**

They—and tens of thousands of pass-along readers—turn to Information Today for objective advice. Be there at the critical moment when they decide to renew, consolidate, or cut back. Use our reach to:

- > Retain Customers
- > Grow Revenues
- > Increase Market Share
- > Fortify Your Brand

**Reaching the decision makers who buy technology in all prime library market segments**

- > Academic/Public
- > Corporate
- > Government
- > Legal
- > STM
- > Special



## OPPORTUNITIES FOR 2012

### Print Display Advertising

- › Information Today
- › Searcher
- › ONLINE
- › Computers in Libraries

### NEW!

- › Special Issue Sponsorships

### Digital Advertising

- › ITI *Newslink* newsletter sponsorships
- › Banner advertising, [infotoday.com](http://infotoday.com)

### NEW!

### Newsletter Sponsorships

- › *The Information Advisor*
- › *MLS: Marketing Library Services*
- › *The CyberSkeptic's Guide to Internet Research*

### Plus

- › Buyers Guides, Showcase Sections, Directory Listings, Reprints, and Mail List Rentals

## FROM THE PUBLISHERS

### From the President

Leads, leads, and more leads. Marketing professionals across all industries have been tasked with developing programs that generate the leads their sales departments need to create new business. At ITI, we try our best to help with that objective.

However, we also know that companies need to establish and continually reinforce their brands. Study after study has shown that the most successful businesses spend a lot of time and, yes, money making sure their brands are in the forefront of their customers' and potential customers' minds. This is especially true in slow economies because companies with strong brands come out of slow economies sooner and stronger than their competitors.

So, how do you get the branding message to really sink in? Print ads? Banner ads? Newsletter sponsorships? Trade shows? At ITI, we believe that a comprehensive, integrated approach is the best answer, so we provide a variety of branding opportunities.

And no, we don't agree with the crowd that says, "Print is dead." We believe print is still an important part of how we communicate as a society, and research has shown that an ad in a magazine consumed during downtime between meetings or while sitting through a morning commute is about as effective as any advertising medium can get.

Just one more thing from me. We will never abandon the library and information professional community. Yes, there are markets with deeper pockets, but our roots as a company are deep—30 years deep to be exact—and we like being right where we are.

We look forward to working with you in the months and years ahead.

**Tom Hogan, Sr.**  
*President and CEO*

### From the VP, Content

There's no denying that libraries have had a tough year ... or two. Recent industry surveys have shown that to cope with budget pressures, librarians are making difficult choices.

Sometimes this has meant cutting collections or deciding which set of resources are good enough to meet most requests. Some libraries have dumped print completely and gone digital. Some have eliminated redundant providers. And some have turned to technological solutions to assure their ongoing ability to meet demand, which ironically enough is swelling.

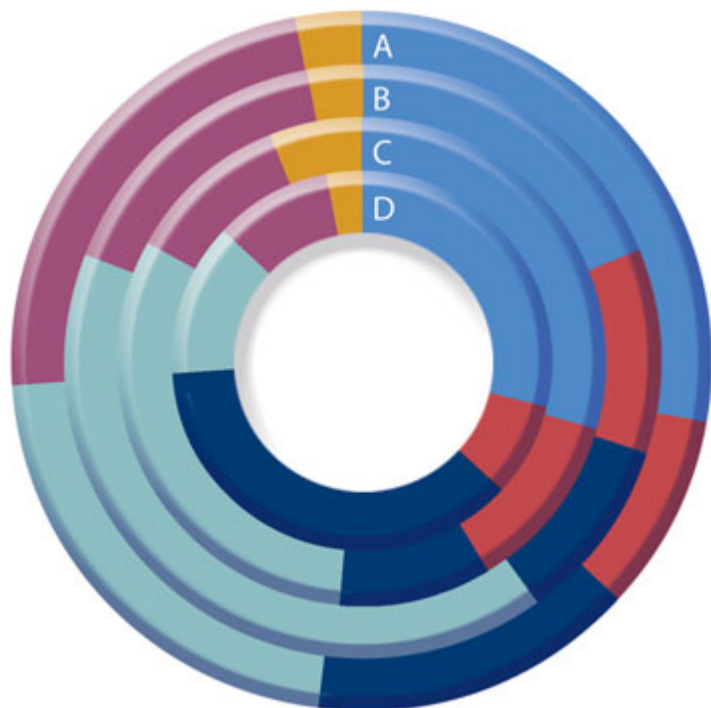
Despite the winnowing of their budgets, librarians continue to buy our subscription-based publications and newsletters and pay to attend our conferences. They also continue to buy the things they really need.

With our trusted editorial voices, we bring to the table a core group of engaged and influential information users who turn to us for impartial advice. As our readers decide which products and services are mission-critical, you can make sure that your name is in front of them.

Take advantage of the many opportunities described in this media kit, and be there at the moment of decision.

**Dick Kaser**  
*VP, Content*

# HELPING YOU TARGET THE LIBRARY MARKET



## Combined Reach

- A – *Information Today*
- B – *Searcher*
- C – *ONLINE*
- D – *Computers in Libraries*

- Academic Libraries
- Government Libraries
- Public Libraries
- Special Libraries
- Industry/Info Pros
- Other

The combined reach of all four publications is  
**14%** Information Professionals  
**27%** Academic Librarians  
**24%** Special Librarians  
**10%** Government Librarians  
**21%** Public Librarians  
**(4%** Other)

## Contact:

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

## From the Sales Director

Though times and market conditions have changed since we started publishing *Information Today* in 1984, our magazines, buyers guides, newsletters, websites, and trade shows still represent the best buy for reaching the individuals who make the buying decisions for their libraries and corporate information centers.

Our reach can click with your efforts to reinforce your brand, grow market share, retain current buyers, and attract new prospects.

Assure the success of your new product roll-outs, service improvement announcements, special events promotions, and product positioning messages by reaching the buyers not only where they live, but where they read.

This media kit offers you many new options and choices, but if you don't see what you need, give me a shout. ITI has always worked closely with the vendor community. Let us help you achieve your goals.

**Mike Zarrello**  
*Advertising and  
 Exhibit Sales Director*

## MIX YOUR MESSAGE

With the publications librarians and info pros love to read



Monthly (except for Jan/Feb and Jul/Aug) 10 issues  
ISSN: 1041-7015  
Volume 32 (2012)  
1 year \$99.95  
2 years \$188  
3 years \$288

- > Rate Card
- > Production Requirements

See also:

- > *CIL* Buyer's Guide
- > Library Tech Connections

### **Computers in Libraries**

Complete Coverage of Library Information Technology

Victoria Cox Kaser, Editor

*Computers in Libraries (CIL)* is a monthly magazine that serves as a showcase and forum for library tech professionals to share their technological projects and success stories with one another. The magazine's reader-friendly features and columns focus on applications of technology in public, school, academic, corporate, and special libraries.

*CIL* is the librarian's only independent peer-to-peer resource on library systems and automation technology. It's all tech, all the time.

#### *Computers in Libraries* contains:

- > Case studies, best practices, profiles, and studies all written "by librarians, for librarians" ... articles that help you tackle the unique challenges of technology adoption, adaptation, and service innovation in real libraries.
- > Thought-leading commentaries:
  - The Systems Librarian—Insight from Marshall Breeding (Vanderbilt University Libraries)
  - Libraries in Computers—New ways to think about libraries and to participate in open development, by Daniel Chudnov (Library of Congress)
  - Building Digital Libraries—Design, management, and outreach by Terence K. Huwe (University of California—Berkeley)
- > Tips, Tricks, and Hands-On Advice From Those in the Trenches:
  - Books to Check Out—Our editors review the books you'll want to read for yourself
  - Noted, Quoted, & Newsworthy—A smattering of top-drawer items our editors don't want you to miss
  - In-depth, objective articles and white papers that help you buy the right products and services for your library. Plus, an annual buyer's guide edition, updated continuously online at <http://bg.computersinlibraries.com>

Be part of the *Computers in Libraries* community by joining us at CIL '12, Internet Librarian, or Internet Librarian International. Consult *CIL* magazine for advance show guides and program previews, or see page 44 for 2012 dates and show summaries.

### ➤ Advertising Opportunities Every Month

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## MIX YOUR MESSAGE

With the publications librarians and info pros love to read



Monthly (11 issues yearly)  
ISSN: 8755-6286  
Volume 29 (2012)  
1 year \$89.50  
2 years \$168  
3 years \$258

- › Rate Card
- › Production Requirements

See also:

- › IT Directory of Services & Sources

### Information Today

The Newspaper for Users and Producers of Digital Information Services  
Barbara Brynko, Editor-in-Chief

*Information Today (IT)*, the leading monthly newspaper for users and producers of digital information services, focuses on the latest news and trends in information technology. *Information Today* is the only print newspaper designed to meet the changing needs of today's information professional.

#### What you'll find:

- › ViewPoint—Barbara Quint, one of the industry's most well-known commentators, shares her thoughts on the people, events, and technology shaping our world.
- › NewsWatch—News bureau chief Paula J. Hane tracks recent industry developments.
- › Redefining Search—Stephen E. Arnold explores changes in search technology.
- › Legal Issues—George H. Pike analyzes legal matters that affect producers and end users of digital content.
- › Internet Waves—Shirley Duglin Kennedy finds humor in issues affecting web users.
- › Focus on Publishing—Robin Peek explores the evolving world of epublishing.
- › Database Update—Mick O'Leary offers analysis and commentary on sites worth watching.
- › Insider's Perspective—Guest columnists offer insights about challenges in today's IT marketplace.
- › Intellectual Property—K. Matthew Dames tackles ongoing copyright issues.
- › International Report—Correspondents track the latest IT developments worldwide.
- › Book Review—Gwen M. Gregory critiques books for info pros and librarians.
- › IT Spotlight—Profiles of cutting-edge companies and their latest innovations.
- › In Other Words—Lauree Padgett shares the best of the ITI newsletters.
- › Product News—Highlights of new tools, technology, and software.
- › NewsBytes—Updates on corporate news and acquisitions in the information industry.
- › NewsMakers & Executive Profile—Focus on industry movers and shakers.

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Bimonthly (6 issues/yearly)  
ISSN: 0146-5422  
Volume 36 (2012)  
1 year \$132.95  
2 years \$250  
3 years \$383

- › Rate Card
- › Production Requirements

### ONLINE

Exploring Technology & Resources for Information Professionals  
Marydee Ojala, Editor

*ONLINE: Exploring Technology & Resources for Information Professionals* is written for both experienced and novice information professionals—librarians in academic, corporate, and government work settings; serious researchers; webmasters; site designers; content managers; and those involved in knowledge/information management. *ONLINE* keeps its readers abreast of new internet-based technologies and developments in business, legal, scientific/technical, medical, social sciences, and humanities resources with practical articles, product reviews, case studies, and informed opinions about selecting, using, manipulating, and managing digital information products.

#### ONLINE brings you a steady stream of:

- › Practical, hands-on commentary and analysis of information industry trends and products
- › Feature articles with information and tips that you can put to immediate use
- › Critical reviews of new services, resources, websites, and software to help you become a great online searcher and stay that way

*ONLINE's* columnists are prolific writers and speakers who are considered experts in the library and information community. Regular columnists include:

- › Greg Notess, founder of Search EngineShowdown and Montana State University reference librarian
- › Mary Ellen Bates, author of six books, world-renowned researcher, independent information professional, and astute commentator on online resources
- › William Badke, information literacy expert
- › Walt Crawford, LYRASIS leadership network and distinguished commentator on library technology
- › Darlene Fichter, University of Saskatchewan data librarian, small business owner, and web technology diva

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Monthly (except for Jan/Feb and Jul/Aug) 10 issues  
ISSN: 1070-4795  
Volume 20 (2012)  
1 year \$99.95  
2 years \$188  
3 years \$288

- › Rate Card
- › Production Requirements

### Searcher

The Magazine for Database Professionals  
Barbara Quint, Editor-in-Chief

*Searcher: The Magazine for Database Professionals* is a unique publication that explores and deliberates across a comprehensive range of issues important to the professional database searcher. *Searcher* is targeted to experienced, knowledgeable searchers and combines evaluations of data content with discussions of delivery media. Editor-in-chief Barbara Quint brings her upfront style to the pages of *Searcher* magazine as she explores controversial issues and groundbreaking policies throughout the year. Readers depend on her insightful analysis, and industry insiders value her opinion on important issues for information professionals.

#### Regular columns include:

- › The Better Mousetrap—The latest in the patent and sci-tech world
- › The Government Online—Government websites abound in solid databases. What and where? How hard to use? When a commercial service handling the same data might be worth the cost? A top expert in the area will answer reader needs.
- › Tools of the Trade—If it's the latest techno-gizmo or version update, find out here if it's worth the money.
- › Both Sides Now—A global view from an American sojourning in Europe
- › Internet Express—Where to go online for the most information on a wide range of subjects
- › The Sidebar—Learn about current legal issues affecting the lives and livelihoods of searchers
- › The Medical Digital—This column helps searchers sift through the massive amounts of medical info available online to find reliable resources that cover the biggest news stories, from the swine flu to drug development.
- › Library Mobile—This column focuses on initiatives, projects, programs, and technologies offering anytime-anywhere access to a variety of information services.

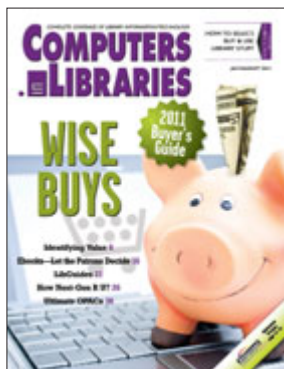
LiveLink sets of downloadable URLs from *Searcher* magazine articles are available at [www.infotoday.com/searcher](http://www.infotoday.com/searcher).

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# WHEREVER YOU LOOK, you'll find your target audience in ITI pubs



- > Rate Card
- > Production Requirements

## **Computers in Libraries**

“CIL’s mission is to provide librarians and other information professionals with useful, hands-on information about all information technology subjects that affect both libraries and their patrons. As our mantra goes, it’s by librarians, for librarians.”

Dick Kaser, Executive Editor

Format: Magazine

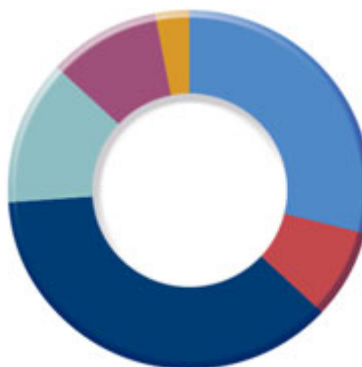
Frequency: 10 times a year (January/February, July/August combined)

Reach: Total monthly readership including paid subscribers, pass-along readers, and bonus copy recipients more than 9,000.

Readership: Focusing on the practical application of technology in public, academic, corporate, and special libraries, *CIL* shows the impact of emerging computer technologies on library systems and services and on the library community itself. Strongest market reach is to academic and public libraries. Stressed by economic conditions, these libraries are rapidly reinventing themselves. Be in front of them as they choose their next steps.

### **Computers in Libraries Audience & Demographic Profile**

- 29% Academic Libraries
- 8% Government Libraries
- 37% Public Libraries
- 13% Special Libraries
- 10% Industry/Info Pros
- 3% Other



### **READERSHIP FACTS**

- 98%** involved in purchasing decisions
- 78%** plan to purchase electronic information, hardware, software, and related products this year
- 98%** share their copy with two or more colleagues

# WHEREVER YOU LOOK, you'll find your target audience in ITI pubs



- > Rate Card
- > Production Requirements

## Information Today

“We keep our audience of information professionals, librarians, researchers, and managers informed, pure and simple. When you add your message to our publication, we'll channel it to the people who value it the most.”

Barbara Brynko, Editor-in-Chief

**Format:** Tabloid newspaper (new tighter format spotlights your ads, white papers, or other sponsored content).

**Frequency:** 11 times a year (July/August combined)

**Reach:** Total monthly readership including paid subscribers, regular subscribers, and bonus distribution more than 10,000.

**Readership:** Our readers are the key decision makers in the fields of information services and digital information delivery. These are the movers and shakers in corporations and professional organizations who are responsible for budget decisions. Broadly reaches all library market segments. It's the publication of record for the information industry.

## Information Today Audience & Demographic Profile

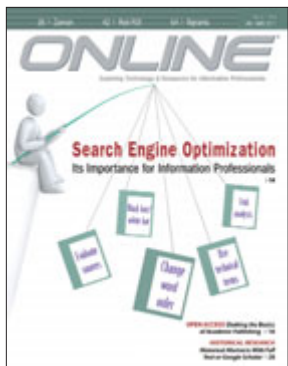
- 28% Academic Libraries
- 9% Government Libraries
- 15% Public Libraries
- 22% Special Libraries
- 23% Industry/Info Pros
- 3% Other



Subscribers pay hundreds a year to read these pubs.  
Sign up for your comp subscription!

*(Comp subscriptions limited to qualified advertisers and agencies only.)*

# WHEREVER YOU LOOK, you'll find your target audience in ITI pubs



- > Rate Card
- > Production Requirements

## ONLINE

“We’re here to guide librarians and information professionals to the best and most appropriate technologies and resources for their particular situations, to help them succeed in their research projects, and to show them coping mechanisms when they are confronted with an avalanche of information.”

Marydee Ojala, Editor

Format: Magazine

Frequency: 6 times a year (every 2 months)

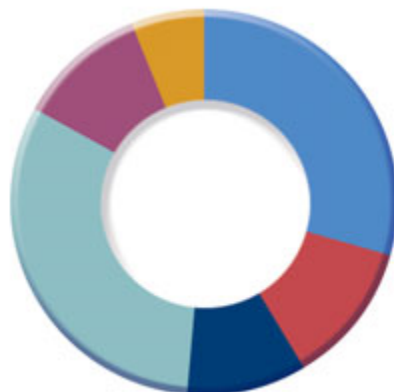
Reach: 2,300 paid subscribers and readers

Readership: *ONLINE: Exploring Technology & Resources for Information Professionals* is the first place both experienced and novice information professionals—librarians in academic, corporate, and government work settings; serious researchers; webmasters; site designers; content managers, and those involved in knowledge/information management—turn to for their professional education and edification. Reaching a global audience, the magazine has achieved de facto journal status and is read worldwide.

## ONLINE

### Audience & Demographic Profile

- 30% Academic Libraries
- 12% Government Libraries
- 10% Public Libraries
- 32% Special Libraries
- 11% Industry/Info Pros
- 5% Other



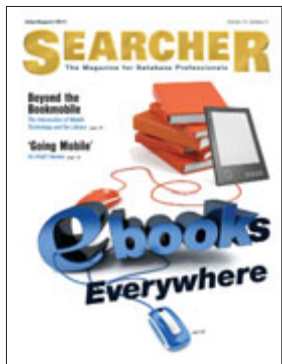
## READERSHIP FACTS

98% involved in purchasing decisions

78% plan to purchase electronic information, hardware, software, and related products this year

98% share their copy with two or more colleagues

# WHEREVER YOU LOOK, you'll find your target audience in ITI pubs



- > Rate Card
- > Production Requirements

## Searcher

“Searcher magazine is an excellent outlet to reach dedicated web researchers, information professionals, and librarians. We look forward to being a major part of your marketing plans this year.”

Barbara Quint, Editor

Format: Magazine

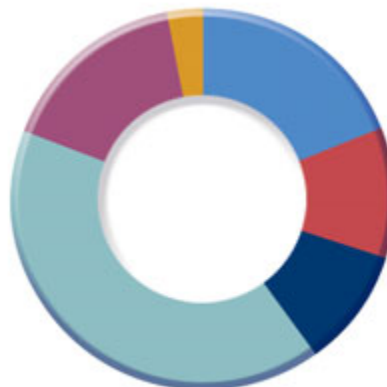
Frequency: 10 times a year (January/February, July/August combined)

Reach: 2,000 paid subscribers and readers

**Readership:** For more than 15 years, *Searcher* has been shaping the database professional community with its cutting-edge editorial and top-shelf advertising. *Searcher* continues to target experienced, knowledgeable searchers with its insightful analysis, groundbreaking articles, and the latest trends in the industry. Largest readership concentration in special libraries. Highly considered across the board.

## Searcher Audience & Demographic Profile

- 19% Academic Libraries
- 11% Government Libraries
- 10% Public Libraries
- 41% Special Libraries
- 16% Industry/Info Pros
- 3% Other



Subscribers pay hundreds a year to read these pubs.  
Sign up for your comp subscription!

(Comp subscriptions limited to qualified advertisers and agencies only.)

# SPECIAL OFFERS AND OPPORTUNITIES

Affiliate your brand with the **special issues** that target your key market segments

- **Build Your Brand**
- **Announce New Products**
- **Spotlight Features**
- **Promote Events**

MONTH	SPECIAL ISSUE THEME	YOUR TARGET MARKET
January	Enterprise Content Aggregation, Integration, and Search	Enterprise Content and Solutions Buyers
February	Emerging Platforms fo Professional Searchers and Information Users	Content Buyers and Professional Users
March	Resource Discovery Tools in Library, Museums, and Archives	Library Technology and Content Buyers
April	Resources for R&D in Labs, Institutes, and Enterprises	Pharma, Biomed, and Other STM Enterprise Buyers
May	Content for Business Advantage	Content and Solutions Buyers in Companies
June	Content for Professional and Research Communities	Professional Markets: Legal, News, Financial, STM, Engineering, and Social Sciences
July	Review of Library Software Systems, Solutions, and Econtent Collections	Library Technology Buyers—All Sectors
August	Mobile and Portable Content for Distributed Workforces	Special Libraries, Corporate Libraries and Info Pros
September	Content and Service Innovations for Learning Communities	Content and Solutions Buyers for Students and Faculty, Plus Enterprise Knowledge Workers
October	Platforms Revolutionizing Library Operations and Delivering New Value to Patrons	Library Technology Buyers—Public, Academic, and Special
November	Reaching Out to Global Markets, Serving Multinationals, and Expanding International Reach	Buyers for Global Enterprises
December	Emerging Content Trends, Issues, and Solutions for the Enterprise	Buyers in All Vertical Markets

# SPECIAL OFFERS AND OPPORTUNITIES

**New in 2012—**  
Go for the extra mileage by sponsoring an entire **special issue!**

For 2012, the editors of *Information Today*, *Searcher*, *ONLINE*, and *Computers In Libraries* have coordinated their editorial schedules to create a series of special editions, each targeted at a key market segment within the information industry. Align your campaigns with these special issues for an extended reach and highest impact by placing your ad or white paper in these issues. **Or, sponsor the entire issue! \$10,000 net; additional pages at 30% off the regular rate card prices.**

## Special Issue Sponsors Receive:

- › Splash banner on front cover of the special issue
- › Stationary tile ad (125x125, 30k max file size, JPG or GIF) on the special issue's website
- › One-page four-color ad (preferred position)

### JANUARY

Internal/External Content Aggregation, Integration, and Search



### FEBRUARY

Emerging Platforms for Professional Searchers and Information Users



### MARCH

Tools for Discovery in Public, Academic, and Special Libraries; Museums; and Archives



### APRIL

Content for Research and Development (STM, Pharma, Biomed)



### MAY

Content for Business Advantage (News, Legal, and Financial Sectors)



### JUNE

Content for Professional Communities (Systems and Workflow Solutions, STM, News, Legal, Financial)



### JULY/AUGUST

A Review of Library Software, Systems, and Techno Solutions



### JULY/AUGUST

Taking It to the Beach: Mobile and Portable Reference



### SEPTEMBER

Content and Service Innovations for Academic Communities



### OCTOBER

The Platforms That Are Revolutionizing Library Operations



### NOVEMBER

Reaching Out to Global Markets, Serving Multinationals, and Expanding International Research



### DECEMBER

Emerging Content Trends, Issues, and Solutions for the Enterprise



# SPONSORED CONTENT

## ITI'S LIBRARY TARGET WHITE PAPER SERIES

### ➤ PLACE YOUR STORY IN FRONT OF ALL OF OUR LIBRARY READERS

Whether your target audience is special libraries, public libraries, government libraries, academic libraries, or independent information professionals, when your position paper or case study appears in *Information Today*, *Searcher*, *ONLINE*, and *Computers in Libraries* magazines, it will saturate the market for library systems, content collections, and discovery solutions.

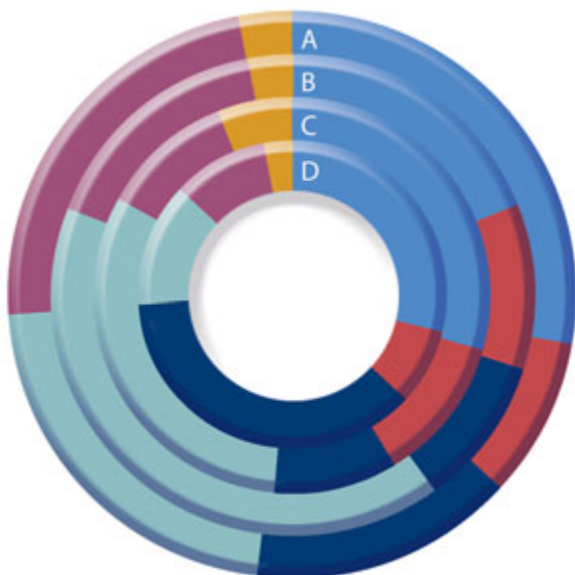
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- B = *Searcher*
- C = *ONLINE*
- D = *Computers in Libraries*

- Academic Libraries
- Government Libraries
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- Special Libraries
- Industry/Info Pros
- Other

The combined reach of all four publications is

- 14%** Information Professionals
- 27%** Academic Librarians
- 24%** Special Librarians
- 10%** Government Librarians
- 21%** Public Librarians
- (4%)** Other



### ➤ If you've got the message, we've got the library & information professionals

ITI's readers love to hear how other libraries have done things right.

Extend the reach of your existing case studies, testimonials, and short product overviews by placing them in front of readers looking for solutions.

ITI's publication portfolio is the perfect outlet for your message, delivering it to special, government, academic and public librarians, and information professionals—plus K-12.

Our Sponsored Content Library Target Series is also the perfect venue to discuss your development plans or to position your company in the marketplace. Why not give your CEO, chairman, or CTO a page in one of our books?

**Publish your paper or case study in any issue of any of our library pubs**



**For more information, contact:**

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# SPONSORED CONTENT

## ITI'S LIBRARY TARGET WHITE PAPER SERIES

### ➤ ITI Library Target Series—issues available

MATERIALS DUE DATES	INFORMATION TODAY	SEARCHER	COMPUTERS IN LIBRARIES	ONLINE	SPECIAL COLLECTIONS
12/5/11	Jan			Jan/Feb	
12/21/11	Feb	Jan/Feb	Jan/Feb	Mar/Apr	Library Software Systems & Solutions
1/31/12	Mar	Mar	Mar		
3/1/12	Apr	Apr	Apr	May/Jun	
4/2/12	May	May	May		
5/2/12	Jun	Jun	Jun	Jul/Aug	Content Collections & Discovery Systems
5/31/12	Jul/Aug	Jul/Aug	Jul/Aug		
8/1/12				Sep/Oct	
8/2/12	Sep	Sep	Sep		
8/30/12	Oct	Oct	Oct	Nov/Dec	Mobile, Social & Library 2.0 Solutions
10/2/12	Nov	Nov	Nov		
10/23/12	Dec	Dec	Dec	Jan/Feb '13	

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### ➤ Join in on one of our special Sponsored Content collections on topics of high reader interest

TOPIC	FOCUSING ON	AVAILABLE ISSUES	CONTENT DUE
Library Software, Systems & Solutions	Acquisitions, cataloging, circulation and other library workflow software products, OPAC support software, Integrated Library System (ILS) software, RFID, self-check tools—standalone, hosted, SaaS, and cloud-based solutions; open source platform support	<i>IT</i> (Feb) <i>CIL</i> (Jan/Feb combined) <i>Searcher</i> (Jan/Feb combined) <i>ONLINE</i> (Mar/Apr combined)	Dec. 30, 2011
Content Collections & Discovery Systems	Digital content assets of all kinds (databases, journals, images, etc.), asset management software (DAM, DRM, ERM), ebooks; archives and archiving solutions (digitization systems and CMS software); intranets, portals, and library website platforms; search technology; OPAC software, ILS, and hosted solutions.	<i>IT</i> (Jun) <i>CIL</i> (Jun) <i>Searcher</i> (Jun) <i>ONLINE</i> (Jul/Aug combined)	May 2, 2012
Mobile, Social, and Library 2.0 Solutions	Library products and platforms that support virtual reference, remote access, collaboration, elearning, distance education, and virtual communities; web services; mobile devices and applications for handheld and other portable devices; ILS solutions with integrated Web 2.0 functionality; PAC systems that support user tagging, user-generated reviews, and other social networking features.	<i>IT</i> (Oct) <i>CIL</i> (Oct) <i>Searcher</i> (Oct) <i>ONLINE</i> (Nov/Dec combined)	Aug. 30, 2012

# SPONSORED CONTENT

## ITI'S LIBRARY TARGET WHITE PAPER SERIES

### ➤ How to sponsor content in ITI's Library Publications

Publish your case studies, testimonials, new product reviews, and product previews in any of the participating publications. We will accept any case study or white paper on any topic in any issue. For added exposure, participate in one of three special edition sections devoted to sponsored papers and case studies on high-interest themes.

#### Choose between two options:

1. Submit a paper or case study to appear in any issue of any publication.
2. Select one of our Special Collections for added attention.

#### ➤ SPONSORED-CONTENT PACKAGE INCLUDES

- One or more pages of textual content, in one or more issues
- Bonus print distribution at selected shows (ask for details)
- Free PDF of your content (including a cover of the magazine), with unrestricted use from your site, hotlinked from ours

#### ➤ SUBMISSION FORMAT/SPECS

- Text: Microsoft Word document, 750 words (edited/proofread) per page, or
- 500 words with one 1-column image, or
- 600 words with one 2-column image
- Company Logo: High-resolution EPS
- Other images/screenshots: 300 dpi

#### ➤ SPONSORED-CONTENT PAGE RATES

- \$1,595 per page (B/W); \$2,695 per page (full color) all rates, net, per book, per issue

Inquire about discounts on multiple books and multiple issues.

Need help writing your position paper or case study? Let us know as far as possible in advance, and we'll hook you up with a freelance ghost writer (additional fees apply).

#### For more information, contact:

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



Pages Starting at  
**\$1,595 (B&W)**  
**\$2,695 (Full Color)**

All prices net, per issue,  
per publication

\* In keeping with the highest editorial standards, all content appearing under this program will be marked: "Sponsored Content."

# GOING GLOBAL?

## Extend your reach overseas with *IWR*

### ➤ Information World Review

Information Today, Inc. provides advertising sales representation for *Information World Review*, Europe's leading magazine for the information industry. Reaching the information market in Europe will be easier than ever as we help you to create an international marketing plan reaching the most active information buyers.

### ➤ The leading magazine for buyers in the European information market

*IWR* is Europe's leading newspaper for the information industry, covering both information content and information management issues from the perspective of information professionals and managers responsible for intranets, extranets, portals, and content management.

### ➤ An indispensable information tool

Launched in the mid-1980s, *IWR* has evolved as the information industry itself has evolved. Today, *Information World Review* publishes online news, features, and opinion pieces on the day-to-day issues that matter, with the latest-breaking news and widely respected analysis. With profiles of the leading player, reviews of the latest technologies and web trends, and opinion from the people who make the information business tick, it is the monthly no information professional can afford to be without.

*IWR* is an extremely targeted and controlled circulation of information professionals reaching 10,000 information professionals monthly.

**78%** evaluate products and services.

**66%** determine the need for new products and services.

**64%** define the products and services that are required.

**52%** select the vendor to be used.

**34%** approve their budget.

**For more information about advertising in *IWR* or *IWR* online, contact (U.S. and Canada):**

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



### ➤ Rate Card and Specs (print)

*IWR* is the official publication of Online Information. *IWR* will publish September/October and November/December print editions. Bespoke print supplements and digital editions are available on demand.

SIZE	DIMENSIONS	1X	2X	3X
<b>Full Page</b>	Bleed 306 x 235mm, Trim 300 x 232mm, Type Area 278 x 212mm	£3,270	£2,780	£2,616
<b>1/2-Page Vertical</b>	Bleed 157 x 235mm, Trim 154 x 232mm, Type Area 137 x 212mm	£2,748	£2,473	£2,199
<b>1/2-Page Horizontal</b>	Bleed 306 x 118mm, Trim 300 x 115mm, Type Area 278 x 104mm	£2,748	£2,473	£2,199
<b>1/4-Page</b>	Bleed 157 x 118mm, Trim 154 x 115mm, Type Area 137 x 212mm	£1,622	£1,461	£1,298

*Commercial opportunities soon become limited due to the popularity of these editions*

# GOING GLOBAL?

## Extend your reach overseas with **IWR online**

### ➤ **Information World Review online**

Established for many years, the *IWR* online offering ([www.iwr.co.uk](http://www.iwr.co.uk)) attracts more than 20,000 visitors per month, a figure which continues to grow monthly. In 2010–2011, there was a gradual increase in the demand for daily online news content, as well as a dramatic increase in the demand for online commercial opportunities. Whether your business wants to market new products, increase sales, or simply promote your organization, *IWR* online has an online marketing package to suit your requirement.



### ➤ [www.iwr.co.uk](http://www.iwr.co.uk) provides eight different channels, categorized by the following headings:

- Information Management and Technology
- STM and Legal
- News and Reference
- Academic and Humanities
- Professional and Library
- Business
- Social Media
- Reviews

### ➤ **Rate Card and Specs (online)**

POSITION	MECHANICAL DATA	1 MO.	3 MOS.	6 MOS.	9 MOS.	12 MOS.
<b>Cube/MPU</b>	230w x 200h pixels	£2,800	£2,600	£2,400	n/a	n/a
<b>Leaderboard</b>	710w x 100h pixels	£2,600	£2,400	£2,200	£2,000	£1,800
<b>Top Banner</b>	710w x 80h pixels	£2,400	£2,200	£2,000	£1,800	£1,600
<b>Rectangle</b>	230w x 150h pixels	£1,800	£1,600	£1,400	£1,200	£1,000
<b>Button</b>	230w x 80h pixels	£1,400	£1,200	£1,000	£800	£600
<b>Newsletter Sponsorship (fortnightly)</b>	n/a	£3,000	£2,200	£1,800	n/a	n/a
<b>IWR Database Mail Shot (exclusive)</b>	n/a	£3,500	£3,000	£2,500	n/a	n/a

**For more information about advertising with IWR or IWR online, contact (U.S. and Canada):**

**Michael Zarrello**  
Advertising Sales Director  
(609) 654-6266 ext. 132  
(609) 714-2159 fax  
[mzarrello@infotoday.com](mailto:mzarrello@infotoday.com)

# ONLINE ADVERTISING OPPORTUNITIES 2012

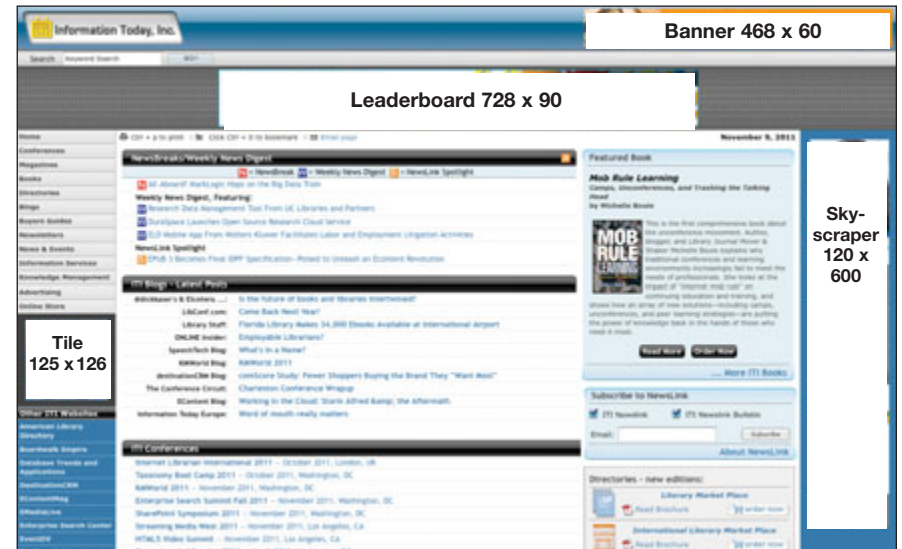
WWW.INFOTODAY.COM

## ➔ **www.infotoday.com—the No. 1 online destination for the information industry**

Our mission is to be the leading information provider serving the library and information professional community. The audience for the Information Today, Inc. website comprises subscribers to our various publications—*Computers in Libraries*, *Information Today*, *ONLINE*, *Searcher*—as well as professionals who want information on our conferences, directories, or other ITI content. This website includes our conference pages for the popular **Computers in Libraries** and **Internet Librarian** conferences.

## ➔ **Traffic**

The Information Today, Inc. website is now averaging more than 60,000 visitors each month, delivering more than 480,000 ad impressions monthly.



## ONLINE ADVERTISING RATES 2012

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	30k	Top	20,000	\$75 CPM
Banner	468x60	30k	Top	20,000	\$60 CPM
Skyscraper	120x600	30k	Right	20,000	\$75 CPM
Tile	125x125	30k	Left	20,000	\$60 CPM
	text links	text only	Bottom	1 month/unlimited	\$750 month

File format: JPG or GIF. Flash files are also acceptable.

**For more information on any of these advertising opportunities, contact:**

**David Panara**  
 Advertising Sales Manager  
 (609) 654-6266 ext. 146  
 (609) 257-0112 fax  
 dpanara@infotoday.com

# DIGITAL CAMPAIGNS

## Sponsor our email newsletters

### ITL NewsLink

*NewsLink* is a free email newsletter designed by Information Today, Inc. (ITI) to highlight the information that users and producers of information products and services need to do their jobs as effectively as possible.

*NewsLink* is sent out two times a week (Mondays and Thursdays) to our 7,500-plus subscribers. Each issue contains original content, the latest headlines in the information industry, and longer feature articles.

Each issue of *NewsLink* has an exclusive sponsor. As a sponsor of this enewsletter, you can make a direct impact on your core audience.

#### Located at the top of the issue, your sponsorship includes:

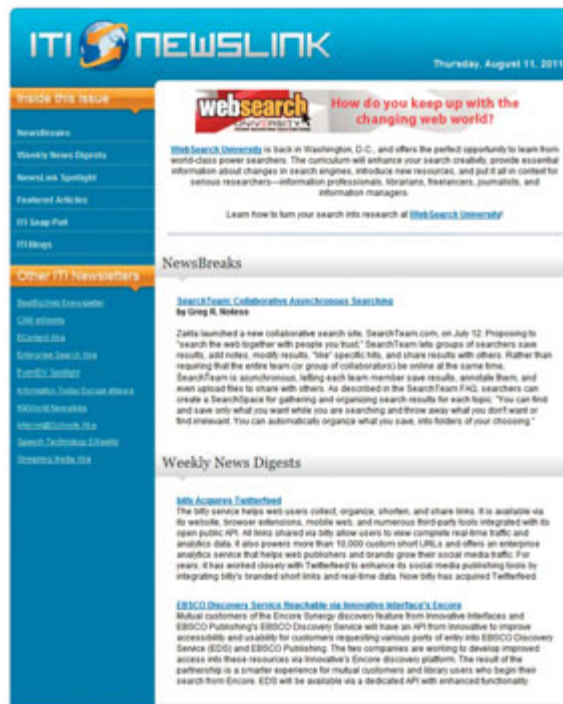
- › 468x60 BANNER (JPG or GIF format; no larger than 40k file size)
- › 75 WORDS OF TEXT
- › LINKING URL

#### For sample newsletters, go to [www.infotoday.com/newslink/archives.shtml](http://www.infotoday.com/newslink/archives.shtml).

Your sponsorship message must be received at least five business days prior to issue date. Due to the increase in subscribers, prices are subject to change upon expiration of your agreement.

### ITL NEWSLINK RATES 2012

- › 1x \$595
- › 6x \$495
- › 12x \$445



### Subscribe to ITL NewsLink

As a subscriber to this biweekly email newsletter, on the first of every month you will receive a full-length issue including:

- › **NewsLink Monthly Spotlight**—featuring an original article written by Paula J. Hane on current industry news and trends
- › **NewsBreaks**—the latest industry happenings
- › **Featured Articles**—providing you with links to articles from the latest editions of ITI publications
- › **Conference Connection**—delivering the latest event information for the library and information fields
- › **Bookshelf**—the newest industry-related books

In addition, every Monday and Thursday you will receive **NewsLink NewsBreaks**, a weekly update of the latest news. Join more than 6,800 of your colleagues by subscribing to this industry-leading newsletter today.

To subscribe to this free email newsletter, send a blank email to:

[join-infotoday@lists.infotoday.com](mailto:join-infotoday@lists.infotoday.com)

or go to [www.infotoday.com/newslink](http://www.infotoday.com/newslink)

#### For more information, contact:

David Panara • Advertising Sales Manager • (609) 654-6266 ext. 146 • (609) 257-0112 fax • [dpanara@infotoday.com](mailto:dpanara@infotoday.com)

# DIGITAL CAMPAIGNS

## Sponsor our email newsletters

### NewsBreaks

The newsletter that breaks the stories librarians want to follow

Our reporters dig deep to deliver timely and breaking news coverage, with blasts that reach opt-in readers twice a week. We get the stories about you right!

- › Check out our coverage from 2011:  
<http://newsbreaks.infotoday.com/default.asp>
- › Sign up for a free subscription to our news service:  
<http://newsbreaks.infotoday.com/default.asp>



### Additional opportunity

#### ITI Bulletin – a standalone email

In addition to our sponsorships, we are offering you exclusive, standalone email offers to our 6,800-plus subscriber base.

- › **COST:** \$1,500
- › **YOU** provide HTML creative and Subject Line.
- › **WE** send it out on your behalf.

Bulletins are sent out on Wednesdays.

**Reach the decision-makers who buy technology-based products and services in all prime library market segments.**

› Retain customers • Grow revenues • Increase market share • Fortify your brand

Information Today, Inc.'s powerful network of publications will bring your message to more than **10,000 libraries** that want and need the products and services you offer and have the dollars to make purchases now.



Information Today is a monthly news publication that helps to keep information professionals in the know about the news and industry trends that continue to shape our world. IT offers hard-hitting features that provide insight and analysis into the world of information technology, while delivering updates about the latest innovative products and services. IT tackles the news from all angles to keep readers informed on all fronts.

[View The Media Kit](#)



Computers in Libraries is a monthly magazine that serves as a showcase and forum for library tech professionals to share their technological projects and success stories with one another. The magazine's reader-friendly features and columns focus on practical applications of technology in public, school, academic, corporate, and special libraries. CIL is the librarian's only independent, peer-to-peer resource on library systems and automation technology. It's yours, all the time.

[View The Media Kit](#)



ONLINE is an online journal of articles, studies, special articles that focus on hot topics, present and future databases and searching trends that will make readers more informed and more capable database users.

[View The Media Kit](#)



Searcher is a unique publication that explores and deliberates across a comprehensive range of issues important to the professional database searcher. Searchers targeted to experienced, knowledgeable searchers and combines evaluations of data content with discussions of delivery media. Each issue contains special articles that focus on hot topics, present and future databases and searching trends that will make readers more informed and more capable database users.

[View The Media Kit](#)

Showcase your products at our renowned industry conferences. Another proven way to reach out to the library market.

Information Today, Inc. is the proud sponsor of two premier library conferences, Internet Librarian and Computers in Libraries. For information, please contact:

Mike Zanello, [mzanello@infotoday.com](mailto:mzanello@infotoday.com) – print advertising & exhibitor information  
David Panara, [dpanara@infotoday.com](mailto:dpanara@infotoday.com) – online advertising & newsletter sponsorships

For more information, contact:

David Panara • Advertising Sales Manager • (609) 654-6266 ext. 146 • (609) 257-0112 fax • [dpanara@infotoday.com](mailto:dpanara@infotoday.com)

# OTHER OFFERS AND OPPORTUNITIES

## Sponsor our newsletters

### ➤ Add your name to any of these fine publications

In addition to our magazines and websites, ITI publishes highly regarded newsletters for librarians and information professionals, including:

- Bob Berkman's *The Information Advisor*, a staple of savvy information professionals for decades
- *MLS: Marketing Library Services*, edited by Kathy Dempsey
- *The CyberSkeptic's Guide to Internet Research*, edited by Sheri Lanza

These titles currently go only to paid subscribers who pay hundreds a year to receive them. We do not license these titles or vend their valued content via any other distribution channel. Subscriber bases are small but mighty, offering tightly targeted reach to influential and powerful buyers and users.

Plus, we'll distribute 10,000 extra copies, with your compliments.

### ➤ 2012 newsletter sponsorships

Act fast!  
Only three available.

NEWSLETTER	FREQUENCY	COMBINED REACH	BONUS CIRCULATION
<i>The Information Advisor</i>	10 times a year (combined Jan/Feb, Jul/Aug)	3,600 copies	10,000 copies
<i>MLS: Marketing Library Services</i>	6 times a year (Jan and every other month)	3,000 copies	10,000 copies
<i>The CyberSkeptic's Guide to Internet Research</i>	10 times a year (combined Jul/Aug, Nov/Dec)	4,000 copies	10,000 copies

#### Sponsorship package includes

- 7.25 x 1-inch "Sponsor" acknowledgment in every issue, for one year (starts any month)
- Stationary tile ad on publication website for 12 months (Specs: 125 x 125, 30k max file size, JPEG or GIF)
- 9,000 per newsletter, per year



### ➤ *The Information Advisor*

*The Information Advisor* newsletter specializes in reviews and side-by-side comparisons of key information vendors, services, databases, and prominent business information sources such as Factiva, D&B, Standard and Poor's, OneSource, Hoover's, Euromonitor, Edgar sites, LexisNexis, and others. It's the information professional's BEST resource for keeping up-to-date with the most talked about business sites, blogs, mobile search tools, social media sites, and more.



#### 10 information-packed issues

This is the No. 1 advisory service that tells you everything you need to know about the latest research tools and sources available to make your job easier.

#### Risk-free guarantee

You're guaranteed that each and every issue of *The Information Advisor* newsletter will provide you with timely and useful information that will help you do your job better. You can cancel at any time and receive a complete refund on the remaining balance of your subscription.

### For more information, contact:

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

# OTHER OFFERS AND OPPORTUNITIES

## Sponsor our newsletters

### ➤ **MLS: Marketing Library Services**

The *MLS* newsletter is the premier source of promotional ideas and strategies for marketing-driven library professionals working in information centers and corporate, special, academic, government, and public libraries. *MLS* will provide you and your staff with practical advice, insight, and intelligence on how to ...

- **Develop and implement** sound and pragmatic marketing strategies for your library or information center.
- **Create** cost-effective marketing materials that successfully promote all of your facility's resources and services.
- **Obtain** critical management support and funding in tough economic times.
- **Partner and collaborate** with other organizations to save money and to increase financial support.
- **Communicate effectively** with library administrators, patrons, and the community at large.
- **Creatively stretch** your available marketing budget dollars.



#### Each issue of *MLS* includes:

- **A Cover Story** that focuses on marketing strategies, promotional campaigns that have made an impact, and events happening at industry conferences
- **A Detailed "How-To" Article** on anything from reaching out to targeted groups to hosting special events to creating effective marketing materials
- **An Action Section** filled with notices of upcoming events and anniversaries along with ideas on how you can build programs or special promotions around them
- **A Review Section** that examines a new book or DVD
- **A News Section** that keeps you current with the newest products, latest awards, library happenings, and upcoming events
- **A Customer-Based Marketing Column** in every other issue that zeros in on essential topics such as segmenting target markets, implementing programs and evaluating results, doing environmental scans, and using demographic data to better serve customers

### ➤ **The CyberSkeptic's Guide to Internet Research**

The *CyberSkeptic's Guide to Internet Research* newsletter explores and evaluates free and low-cost websites, web-based services, search strategies, and search engines to help you maximize your research time and keep you up-to-date on the internet's role in research.

The newsletter provides concise, practical information and expresses strong opinions. Geared toward business, news, technical, medical, legal, and international research, as well as competitive intelligence, the newsletter is a must-read for every online researcher. No other source comes close to matching the consistent high level of valuable and trusted information found in the pages of *Cyber*.



Each issue of *Cyber* includes a Net Focus article by a guest author, Specialty Scans—short descriptions of websites in five disciplines—along with the following:

- **CyberSelection**—an in-depth look at different websites and/or different topics each month
- **Paint by Numbers**—a column that explores topics through statistics and descriptive data rather than words
- **Knowing Nonprofits**—a monthly column focusing on the websites of foundations, associations, think tanks, and other nonprofit organizations
- **Seriously Search Engines**—a column on search engines: new features, how to use search engines more efficiently, and new search engines on the web
- **Ready Reference**—a different topic in each issue with key quick reference sites on the topic
- **Whatever Happened To ...?**—Wondering whatever happened to some of the many websites *Cyber's* contributors have reviewed over the years? Each quarter, Whatever Happened To ...? will provide brief updates on sites mentioned in past years.

### For more information, contact:

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

# RATE CARDS AND SPECS

## ➤ **Computers in Libraries 2012 Rate Card #18**

Prices are quoted as black-&-white rates. For four-color process, add \$1,195 per page.

SIZE	DIMENSIONS	1x	5x	10x
Full-Page Spread	15 1/2" w x 10" d	\$3,700	\$3,130	\$2,870
Full Page	7" x 10"	1,850	1,565	1,435
2/3-Page	4 5/8" x 9 5/8"	1,605	1,355	1,240
1/2-Page Spread	15 1/2" x 5"	2,870	2,610	2,370
1/2-Page Horizontal	7" x 5"	1,435	1,305	1,185
1/3-Page Square	4 5/8" x 4 3/4"	1,330	1,140	1,050
1/3-Page Vertical	2 1/4" x 9 5/8"	1,330	1,140	1,050
1/6-Page Vertical	2 1/4" x 4 3/4"	1,120	960	885

### Bleeds—\*add 1/4 inch to trim size all around for bleed

Bleeds are available for Full Page, Full-Page Spread, and 1/2-Page Spread sizes only (15% extra charge for bleeds).

	FULL PAGE	FULL-PAGE SPREAD	1/2-PAGE SPREAD
Bleed Size	8 7/8" w x 11 1/2" d	17 1/4" w x 11 1/2" d	17 1/4" w x 5 3/4" d
Trim Size	8 3/8" x 11"	16 3/4" x 11"	16 3/4" x 5 1/2"
Live Copy	7 7/8" x 10 1/2"	16 1/4" x 10 1/2"	16 1/4" x 5 1/4"

### Advertising Regulations

- A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- Advertisers using 5- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

### Cancellations

- Cancellations must be made in writing 30 business days prior to material deadlines.

**Cover and premium positions are noncancelable.**

### For more information, contact:

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

### Additional for Covers

- 2nd cover \$495
- 3rd cover \$445
- 4th cover \$545

### Special Positions

- A 20% premium will be charged for a specified page or position on the page.

### Color Ads (per page)

- \$1,195 for 4-color process

### Specifications

- Publication size is 8 3/8" w x 11" d— a standard magazine size. Editorial pages are 3 columns wide.

CLOSING DATES:	SPACE	WHITE PAPER	AD MATERIALS
	RESERVATIONS	AD MATERIALS DUE	DUE
January/February	1/9/12	12/30/11	1/13/12
March	1/24/12	1/31/12	2/7/12
April	2/23/12	3/1/12	3/8/12
May	3/26/12	4/2/12	4/9/12
June	4/25/12	5/2/12	5/9/12
July/August	5/23/12	5/31/12	6/7/12
September	7/26/12	8/2/12	8/9/12
October	8/23/12	8/30/12	9/7/12
November	9/25/12	10/2/12	10/9/12
December	10/25/12	11/1/12	11/8/12

# RATE CARDS AND SPECS

## Information Today 2012 Rate Card #31

Prices are quoted as black-&-white rates. For four-color process, add \$1,195 per page.

SIZE	DIMENSIONS	1X	3X	6X	11X
Full-Tab Spread Bleed*	19" x 11 <sup>3</sup> / <sub>4</sub> "	\$6,090	\$5,500	\$5,200	\$5,020
Full-Tab Page Bleed*	9 <sup>1</sup> / <sub>2</sub> " x 11 <sup>3</sup> / <sub>4</sub> "	3,045	2,750	2,600	2,510
Full-Tab Page Standard	7 <sup>3</sup> / <sub>4</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	2,695	2,485	2,360	2,295
Half Spread	18 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	4,900	4,530	4,300	4,150
Half Horizontal	8 <sup>1</sup> / <sub>2</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	2,450	2,265	2,150	2,075
Half Vertical	4 <sup>1</sup> / <sub>8</sub> " x 10 <sup>5</sup> / <sub>8</sub> "	2,450	2,265	2,150	2,075
Two-Thirds Horizontal	8 <sup>1</sup> / <sub>2</sub> " x 7"	2,555	2,390	2,280	2,195
One-Third Horizontal	8 <sup>1</sup> / <sub>2</sub> " x 3 <sup>3</sup> / <sub>8</sub> "	2,010	1,815	1,765	1,685
One-Quarter Square	4 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>8</sub> "	1,645	1,460	1,435	1,365
One-Quarter Vertical	2" x 10 <sup>5</sup> / <sub>8</sub> "	1,645	1,460	1,435	1,365

### Bleeds—\*add 1/4 inch to trim size all around for bleed

Bleeds are available for Full Page, Full-Page Spread, and Half Spread sizes only (15% extra charge for bleeds).

CLOSING DATES:	SPACE RESERVATIONS	WHITE PAPER AD MATERIALS DUE	AD MATERIALS DUE
January	11/17/11	12/5/11	12/13/11
February	12/19/11	1/4/11	1/12/12
March	1/23/12	2/6/12	2/14/12
April	2/17/12	3/5/12	3/13/12
May	3/21/12	4/4/12	4/12/12
June	4/20/12	5/4/12	5/14/12
July/August	5/22/12	6/5/12	6/14/12
September	7/23/12	8/6/12	8/14/12
October	8/20/12	9/4/12	9/12/12
November	9/20/12	10/4/12	10/12/12
December	10/9/12	10/23/12	10/31/12

### Additional for Covers

- > 2nd cover \$495
- > 3rd cover \$445
- > 4th cover \$545

### Special Positions

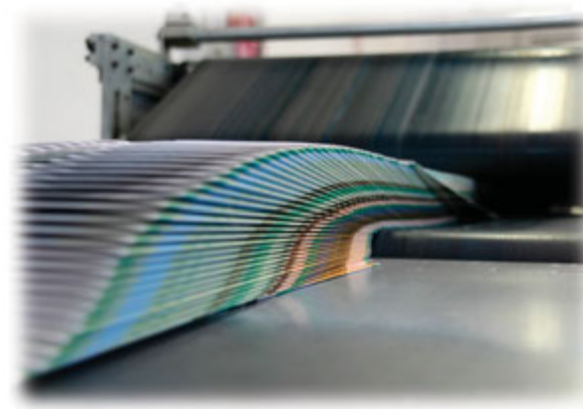
A 20% premium will be charged for a specified page or position on the page.

### Color Ads (per page)

- > \$1,195 for 4-color process

### Specifications

Publication size 9<sup>1</sup>/<sub>2</sub>"w x 11<sup>3</sup>/<sub>4</sub>"d.  
Editorial pages are 4 columns wide.



### Advertising Regulations

- > A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- > Advertisers using 3-, 6-, or 11-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- > All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- > Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

### Cancellations

Cancellations must be made in writing 30 business days prior to material deadlines.

**Cover and premium positions are noncancelable.**

### AD RESERVATIONS

General display reservations due 14 days prior to ad material deadlines. Call for space availability on later reservations.

### For more information, contact:

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

# RATE CARDS AND SPECS

## ➤ **ONLINE 2012 Rate Card #11**

Prices are quoted as black-&-white rates. For four-color process, add \$1,195 per page.

SIZE	DIMENSIONS	1x	5x	10x
Full-Page Spread	15 <sup>5</sup> / <sub>8</sub> "w x 10 "d	\$6,130	\$5,900	\$5,590
Full Page	7 <sup>1</sup> / <sub>4</sub> " x 10 "	3,065	2,950	2,775
2/3 Page	4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>4</sub> "	2,605	2,510	2,380
1/2-Page Spread	15 <sup>5</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>2</sub> "	4,390	4,230	4,020
1/2-Page Horizontal	7 " x 4 <sup>1</sup> / <sub>2</sub> "	2,195	2,115	2,010
1/2-Page Vertical	4 <sup>1</sup> / <sub>2</sub> " x 7 "	2,195	2,115	2,010
1/3-Page Vertical	2 <sup>1</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>4</sub> "	1,810	1,740	1,655
1/3-Page Square	4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>2</sub> "	1,810	1,740	1,655

### Bleeds—\*add 1/4 inch to trim size all around for bleed

Bleeds are available for Full Page, Full-Page Spread, and 1/2-Page Spread sizes only (15% extra charge for bleeds).

	FULL PAGE	FULL-PAGE SPREAD	1/2-PAGE SPREAD
Bleed Size	8 <sup>3</sup> / <sub>4</sub> "w x 11 <sup>1</sup> / <sub>4</sub> "d	17 <sup>1</sup> / <sub>4</sub> "w x 11 <sup>1</sup> / <sub>4</sub> "d	17 <sup>1</sup> / <sub>4</sub> "w x 5 <sup>3</sup> / <sub>4</sub> "d
Trim Size	8 <sup>1</sup> / <sub>2</sub> " x 11 "	17 " x 11 "	17 " x 5 <sup>1</sup> / <sub>2</sub> "
Live Copy	8 " x 10 <sup>1</sup> / <sub>2</sub> "	16 <sup>1</sup> / <sub>2</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	16 <sup>1</sup> / <sub>2</sub> " x 5 <sup>1</sup> / <sub>4</sub> "

### Additional for Covers

- 2nd cover \$495
- 3rd cover \$445
- 4th cover \$545

### Special Positions

- A 20% premium will be charged for a specified page or position on the page.

### Color Ads (per page)

- \$1,195 for 4-color process

### Specifications

- Publication size is 8<sup>1</sup>/<sub>2</sub> "w x 11 "d— a standard magazine size. Editorial pages are 3 columns wide.

### Advertising Regulations

- A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- Advertisers using 5- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

### Cancellations

- Cancellations must be made in writing 30 business days prior to material deadlines.

**Cover and premium positions are noncancelable.**

### CLOSING DATES:

	SPACE RESERVATIONS	WHITE PAPER AD MATERIALS DUE	AD MATERIALS DUE
Jan/Feb	12/14/11	12/21/11	12/27/11
March/April	1/25/12	1/31/12	2/6/12
May/June	3/26/12	3/30/12	4/5/12
July/August	5/24/12	5/31/12	6/6/12
Sept/Oct	7/26/12	8/1/12	8/7/12
Nov/Dec	9/25/12	10/1/12	10/5/12

### For more information, contact:

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

# RATE CARDS AND SPECS

## Searcher 2012 Rate Card #19

Prices are quoted as black-&-white rates. For four-color process, add \$1,195 per page.

SIZE	DIMENSIONS	1X	5X	10X
Full-Page Spread	15 1/2" w x 10" d	\$2,950	\$2,630	\$2,410
Full Page	7" x 10"	1,475	1,315	1,205
2/3 Page	4 5/8" x 9 5/8"	1,315	1,180	1,065
1/2-Page Spread	15 1/2" x 5"	2,370	2,140	1,930
1/2-Page Horizontal	7" x 5"	1,185	1,070	965
1/3-Page Square	4 5/8" x 4 3/4"	1,090	990	890
1/3-Page Vertical	2 1/4" x 9 5/8"	1,090	990	890
1/6-Page Vertical	2 1/4" x 4 3/4"	890	830	750

### Bleeds

Bleeds are available for Full Page, Full-Page Spread, and 1/2-Page Spread sizes only.  
(15% extra charge for bleeds.)

	FULL PAGE	FULL-PAGE SPREAD	1/2-PAGE SPREAD
Bleed size	8 7/8" w x 11 1/2" d	17 1/4" w x 11 1/2" d	17 1/4" w x 5 3/4" d
Trim Size	8 3/8" x 11"	16 3/4" x 11"	16 3/4" x 5 1/2"
Live Copy	7 7/8" x 10 1/2"	16 1/4" x 10 1/2"	16 1/4" x 5 1/4"

### Advertising Regulations

- > A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- > Advertisers using 5- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- > All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- > Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

### Cancellations

- > Cancellations must be made in writing 30 business days prior to material deadlines.

**Cover and premium positions are noncancelable.**

### Additional for Covers

- > 2nd cover \$495
- > 3rd cover \$445
- > 4th cover \$545

### Special Positions

- > A 20% premium will be charged for a specified page or position on the page.

### Color Ads (per page)

- > \$1,195 for 4-color process

### Specifications

- > Publication size is 8 3/8" w x 11" d— a standard magazine size. Editorial pages are 3 columns wide.

### CLOSING DATES:

MONTH	SPACE RESERVATION	WHITE PAPER MATERIALS	AD MATERIALS
Jan/Feb	12/29/11	1/6/12	1/17/12
March	1/31/12	2/7/12	2/16/12
April	3/1/12	3/8/12	3/19/12
May	3/30/12	4/6/12	4/17/12
June	5/1/12	5/8/12	5/17/12
July/August	5/31/12	6/7/12	6/18/12
September	8/1/12	8/8/12	8/17/12
October	8/30/12	9/7/12	9/18/12
November	10/1/12	10/8/12	10/17/12
December	10/29/12	11/6/12	11/14/12

### For more information, contact:

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

# PRODUCTION REQUIREMENTS

## ➤ Ad production requirements

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf)

Please identify material by name of advertiser, publication, and issue date. **High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.**

## ➤ We accept the following formats:

### › Press-quality PDF files are preferred.

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Bleeds and crops included

### › We can also accept Macintosh format Photoshop TIFF and/or Illustrator EPS files (CS4 or earlier only).

- › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs
- › Illustrator EPS files (CS4 or earlier only) for Macintosh—CMYK color, 300 dpi images, fonts converted to outlines, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- › When renaming files, make sure to keep the proper file extension (i.e., .eps, .pdf, .tif).
- › For proper sizing of your ad, please refer to the publication's rate card.
- › Add 1/4" on all sides for bleed.

## For more information on advertising, contact:

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

## ➤ File submission instructions:

### › To upload files via the web:

Using your web browser, log onto <http://files.infotoday.com>.

Username: advert (case-sensitive)

Password: advert1 (case-sensitive)

Please indicate advertiser, publication, and issue in which ad will be placed in the description field.

### › Submission on disc:

Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.

Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

### › Email:

Ads sent via email must not exceed 10MB gross file size.

Email files to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com).

Once the file is uploaded, or the disc has been mailed, please email to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com) the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A clear fax proof for B/W ads is acceptable. Fax copies to Ad Traffic Coordinator at (609) 654-4309.

## Send ad materials, correspondence, and proofs to:

**Michael Hardwick**

**Information Today, Inc.**

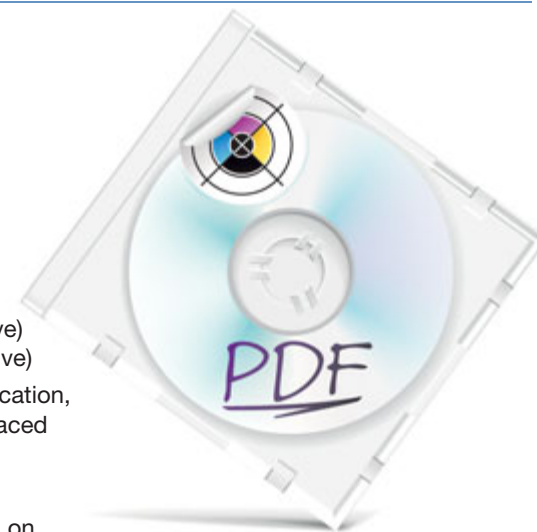
**143 Old Marilton Pike, Medford, NJ 08055-8750**

**(800) 300-9868; (609) 654-6266, ext. 130**

**Fax: (609) 654-4309**

**[mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)**

Please identify material by name of advertiser and magazine issue.



# ADVERTISING DEADLINES AND CONFERENCE DISTRIBUTION

Timing is everything.  
Be with us at the major  
library shows.

MONTH	CONFERENCE DISTRIBUTION	INFORMATION TODAY Ad Materials Due	SEARCHER Ad Materials Due	COMPUTERS IN LIBRARIES Ad Materials Due	ONLINE Ad Materials Due
March	Computers in Libraries American Society for Indexing Association for Independent Information Professionals	2/14/12 (Mar)	2/16/12 (Mar)	2/7/12 (Mar)	2/6/12 (Mar/Apr)
June	The American Library Association	5/14/12 (June)	5/17/12 (June)	5/9/12 (June)	4/5/12 (May/June)
July	The Special Libraries Association	5/14/12 (June)	5/17/12 (June)	5/9/12 (June)	4/5/12 (May/June)
September	WebSearch University DC	8/14/12 (Sep)	8/17/12 (Sep)	8/9/12 (Sep)	6/6/12 (Jul/Aug)
October	Internet Librarian Internet Librarian International American Society for Information Science & Technology KMWorld	9/12/12 (Oct)	9/18/12 (Oct)	9/7/12 (Oct)	8/7/12 (Sep/Oct)
December	Online Information UK FETC	10/31/12 (Dec)	11/14/12 (Dec)	11/8/12 (Dec)	10/5/12 (Nov/Dec)



For more information, contact:

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

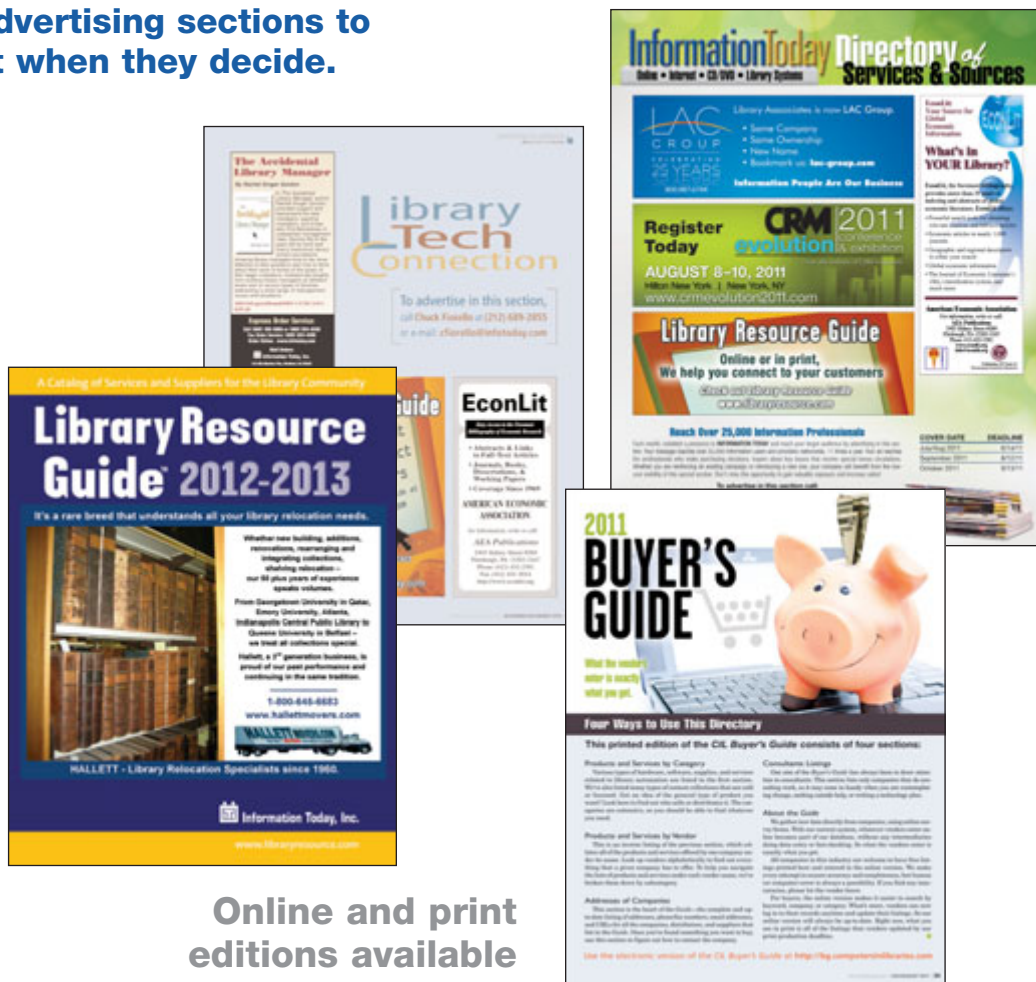
# MORE OFFERS AND OPPORTUNITIES

## Cover Your Bases

Use our directories, buyer's guides, and special advertising sections to place your brand in front of buyers at the moment when they decide.

### In This Section

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Online and print editions available

# 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](mailto: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](mailto:mzarrello@infotoday.com)

# COMPUTERS IN LIBRARIES BUYER'S GUIDE

## ➤ 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.

## ➤ Product categories

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

## 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

# COMPUTERS IN LIBRARIES LIBRARY TECH CONNECTION

## ➤ Complete Coverage of Library Information Technology

Librarians need a reliable source to help them navigate through this high-tech world of hardware and software. That source is *Computers in Libraries*. *Computers in Libraries* is the information professional's only venue choice for accurate and practical information regarding cutting-edge information and library technology.

The 5,000-plus subscribers and readers of *Computers in Libraries* are college and university, government, public, school, and corporate librarians. Also included are technical information specialists, information center managers, and information professionals. The readers buy, lease, and use products and services such as large-scale integrated library systems, tools for RFID and ERM, online

services, networking hardware and software, peripheral products, security tools, books, and reference tools.

A readership survey has shown that more than 90% of the readers have purchasing authority. Reach thousands of library technology consumers with a minimal investment of both time and money.

For only \$295 or less, reinforce existing advertising campaigns or introduce new ones. Your company will benefit from the visibility of this section and from a listing in the Index to Advertisers.

## ➤ 2012 Library Tech Connection Advertising Rates

Prices are quoted as Black-&-White rates. For four-color process, add \$140.

SIZE	DIMENSIONS	1x	5x	10x
1/3 sq.	45/8" w x 43/4" d	\$555	\$520	\$475
1/3 vert.	21/4" w x 95/8" d	\$555	\$520	\$475
1/6 vert.	21/4" w x 43/4" d	\$295	\$275	\$245

**For 4-color process**

➤ Add \$140 to any rate.

## ➤ 2012 Issue and Closing Dates

	SPACE RESERVATIONS	AD MATERIALS DEADLINE
January/February	1/9/12	1/13/12
March	1/24/12	2/7/12
April	2/23/12	3/8/12
May	3/26/12	4/9/12
June	4/25/12	5/9/12
July/August	5/23/12	6/7/12
September	7/26/12	8/9/12
October	8/23/12	9/7/12
November	9/25/12	10/9/12
December	10/25/12	11/8/12



For more information on advertising in *CIL's* Library Tech Connection, contact:

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

# LIBRARY RESOURCE GUIDE™ 2012-2013

Reach more buyers, close more sales, make more money

## ➤ Reach out. Focus. Make the connection.

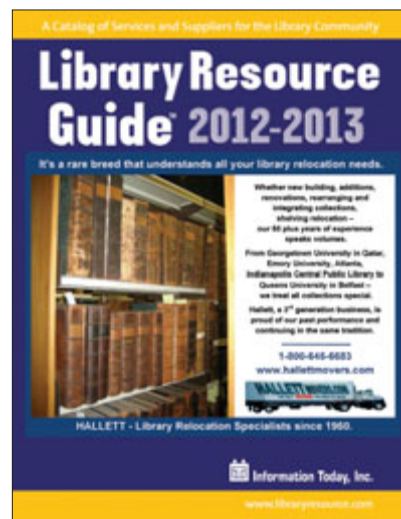
With a print circulation of 50,000 and an accompanying online version that delivers thousands of impressions every month, *Library Resource Guide™* (LRG), published by Information Today, Inc., is an unmatched resource of services and suppliers for today's library community.

*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.



Librarians need suppliers.  
You need customers.  
Advertise through the  
**Library Resource Guide™**  
and make the connection-

**IN PRINT  
AND ONLINE!**

## ➤ We're online to keep you in touch.

[www.libraryresource.com](http://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 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 or display advertisement, contact:

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

# LIBRARY RESOURCE GUIDE™ 2012–2013

## Advertise using the power of the internet

### ➤ Online Advertising Rates & Specifications

#### Put web advertising to work for you!

- 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.*



For complete ad submission information, go to [www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf).

### ➤ Print Advertising Rates & Specifications

#### 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
- For 2-color, add \$175
- For 4-color, add \$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

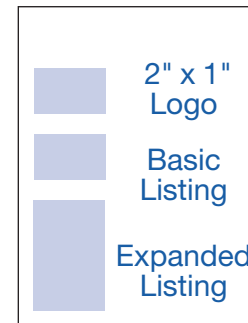
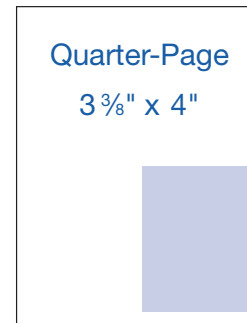
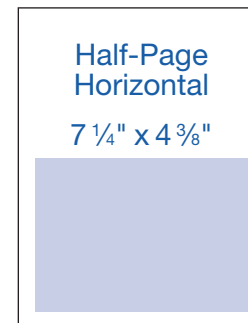
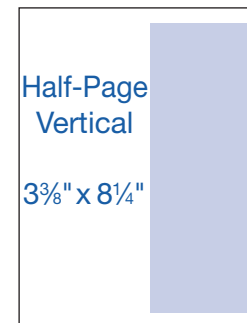
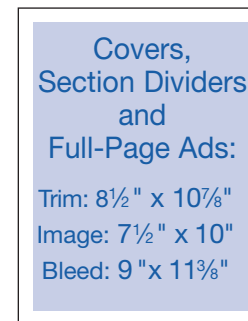
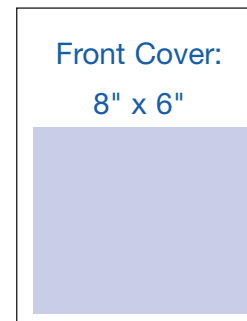
- \$5,500: Runs across bottom left or right pages; either alpha section or category chapter

#### Headers

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

### ➤ Deadlines for print advertising:

Space Reservation **2/24/12** — All Materials Due **3/9/12**



# LIBRARY RESOURCE GUIDE™ 2012–2013

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

Who needs to advertise in *Library Resource Guide*™? If you see your business here — **YOU do!**

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

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

# INFORMATION TODAY DIRECTORY OF SERVICES & SOURCES

ONLINE | INTERNET | CD/DVD | LIBRARY SYSTEMS

## ➤ Reach 25,000 Information Professionals

The time is NOW to set your advertising schedule in *Information Today's* **DIRECTORY OF SERVICES & SOURCES** for 2012! It is important to maintain a consistent presence in the Directory to maximize your exposure among information professionals. Consider the benefits:

- **Reinforce an existing advertising campaign** or introduce new ones by placing a listing in the Directory. Your company will benefit from the low-cost visibility of this special section!
- **Increase the impact of your listing** by adding color! Make your ad doubly visible by adding color and your company logo!
- **Cost-efficiency—Maximize your reach and frequency.**

Be sure to include the following bonus-circulation months in your schedule. These are key issues that amount to 45,000 bonus-circulation copies via direct mail and/or distribution at select conferences: Jan., Mar., Apr., May, June, Sept., Oct., Nov., and Dec.

## ➤ Target your Market:

The **DIRECTORY OF SERVICES & SOURCES** pages can be customized to promote or draw attention to other needs you may have, such as:

- **Products and Services:** A cost-effective way to reach the technology and information users and providers nationwide who make purchasing decisions.
- **Conferences and Events:** If you have upcoming conferences, seminars, workshops, training sessions, or other special events, we offer opportunities to target your audience to the decision makers in the information industry.
- **Employment and Consulting:** An excellent vehicle to announce job openings and attract the ideal candidates to fill open positions at your company.

## For more information or to reserve space, contact:

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



### Ads are available in two sizes:

- 1/16 Page (2 1/4" x 3") **\$190\***
- 1/8 Page (2 1/4" x 6 1/4") **\$295\***  
(\*add \$50 for color)



## ➤ Deadlines:

ISSUE DATE	AD MATERIALS DUE
January	12/13/11
February	1/12/12
March	2/14/12
April	3/13/12
May	4/12/12
June	5/14/12
July/August	6/14/12
September	8/14/12
October	9/12/12
November	10/12/12
December	10/31/12

# MORE OFFERS AND OPPORTUNITIES

## Commercial Reprints 2012



### ➤ Reprints Price List

QUANTITY		8 <sup>1/2</sup> "x11"		11"x17" (BIFOLD)	11"x25 <sup>1/2</sup> " (TRIFOLD)
		1 SIDE	2 SIDES	2 SIDES	2 SIDES
500	Black-&-White	\$400	\$500	\$700	\$900
	Color	\$800	\$900	\$1,300	\$1,600
1,000	Black-&-White	\$500	\$600	\$800	\$1,000
	Color	\$1,100	\$1,200	\$1,500	\$1,800
2,000	Black-&-White	\$600	\$800	\$1,000	\$1,300
	Color	\$1,200	\$1,300	\$1,900	\$2,100
2,500	Black-&-White	\$700	\$900	\$1,200	\$1,400
	Color	\$1,400	\$1,500	\$2,000	\$2,300
3,000	Black-&-White	\$800	\$1,000	\$1,300	\$1,600
	Color	\$1,500	\$1,600	\$2,200	\$2,400
5,000	Black-&-White	\$1,000	\$1,200	\$1,500	\$2,000
	Color	\$1,600	\$1,800	\$2,400	\$2,900
10,000	Black-&-White	\$1,200	\$1,400	\$2,100	\$2,800
	Color	\$1,800	\$2,200	\$3,100	\$4,200
20,000	Black-&-White	\$1,600	\$1,800	\$3,400	\$4,400
	Color	\$2,600	\$3,000	\$4,400	\$6,300

### ➤ ITI REPRINTS

ITI reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company's exposure by reprinting your feature story, profile, new product release, and more.

Reprints are still the most economical and effective way to dazzle your customers with independent, objective evidence of your product or solution's success.

Order reprints of favorable reviews, complimentary case studies, or in-depth background pieces that have been published in our independent press.

Article reprints are available for all ITI publications.

#### PDFs

➤ \$550 per page

#### Paper

➤ 80 lb. White Gloss Stock

#### Shipping and Handling

➤ Please note: Shipping and handling costs are not included in the prices. Reprints will be shipped UPS Ground unless otherwise requested

### ➤ Contact

**David Panara** • Advertising Sales Manager  
 (609) 654-6266 ext. 146 • (609) 257-0112 fax  
 dpanara@infotoday.com

# MORE OFFERS AND OPPORTUNITIES

## Mail List Rental Rates 2012

### ➤ Periodicals

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

# MORE OFFERS AND OPPORTUNITIES

## Mail List Rental Rates 2012

### ➤ Conference Attendee Lists

	NAMES	COST
<b>Computers in Libraries 2011 Attendees</b>	2,000	\$395 Flat
<b>Internet Librarian 2011 Attendees</b>	1,000	\$255 Flat
<b>KMWorld 2011 Attendees</b>	1,000	\$400 Flat
<b>WebSearch University 2011 Attendees</b>	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)

### ➤ 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



# INFORMATION TODAY, INC. PUBLICATIONS

## **Computers in Libraries**

*Frequency: 10 issues/year*

*CIL's* reader-friendly features focus on practical applications of technology in public, school, academic, corporate, and special libraries. *CIL* is the information professional's first choice for accurate and practical information regarding cutting-edge information and library technology.

## **CRM**

*Frequency: 12 issues/year*

*CRM* is the leading publication serving the field of customer relationship management. *CRM* is targeted to senior-level management in corporate, sales, marketing, service, and information technology.

## **DBTA**

*Frequency: 4 issues/year*

For more than 21 years, *Database Trends and Applications (DBTA)* magazine has covered the technologies and processes involved in every aspect of the creation, management, application, and storage of structured and unstructured data to create business value and competitive advantage for enterprises of all sizes in all industries.

## **EContent**

*Frequency: 10 issues/year*

*EContent* clearly identifies and explains emerging digital content trends, strategies, and resources to help professionals find a clear path to profits and improved business processes.

## **Information Today**

*Frequency: 11 issues/year*

*Information Today* is the only newspaper designed to meet the needs of the information professional. *Information Today* delivers total coverage of late-breaking news and long-term trends in the information industry.

## **Internet@Schools**

*Frequency: 5 issues/year*

*Internet@Schools* is a source of practical information for school librarians and technology specialists about today's and tomorrow's education technology tools and resources and how they can be used to further teaching and learning.

## **KMWorld**

*Frequency: 10 issues/year*

*KMWorld* is dedicated to document, content, knowledge management, and business process management. In many organizations, solutions in these critical areas are sorely lacking.

## **ONLINE**

*Frequency: 6 issues/year*

*ONLINE: Exploring Technology & Resources for Information Professionals* is written for librarians and other professionals who routinely use online services for information delivery.

## **Searcher**

*Frequency: 10 issues/year*

*Searcher: The Magazine for Database Professionals* explores and deliberates on a comprehensive range of issues important to the professional database searcher.

## **Speech Technology**

*Frequency: 6 issues/year*

*Speech Technology* magazine is recognized worldwide as the leading source of information on products, services, and technology related to the speech technology field.

## **Streaming Media**

*Frequency: 6 issues/year*

*Streaming Media* magazine is a bimonthly resource for executives and technology managers who use online video and audio for both business communication and delivery of consumer content.

# EVENTS CALENDAR 2012

## **Computers in Libraries** **March 21–23, 2012**

Computers in Libraries is the leading conference for librarians and information professionals who need to know about the latest technologies, equipment, software, and services available ([www.infotoday.com/cil2012](http://www.infotoday.com/cil2012)). Also features Internet@Schools East ([www.infotoday.com/internet@schools](http://www.infotoday.com/internet@schools)).

*New York City/Washington, D.C.*

## **Content Delivery Summit East** **May 14, 2012**

The Content Delivery Summit is a 1-day conference designed to bring together telecom carriers, service providers, content owners, and industry vendors for a detailed look at CDN platforms and the delivery of video and rich-media content ([www.contentdeliverysummit.com/2012](http://www.contentdeliverysummit.com/2012)).

*New York City*

## **Enterprise Search Summit May/Fall** May: **May 15–16, 2012** Fall: **October 17–19, 2012**

Enterprise Search Summit is an intensive 2-day conference that is totally focused on the nuts and bolts of how to plan for, choose, and deploy an internal search capability ([www.enterprisesearchsummit.com](http://www.enterprisesearchsummit.com)).

*New York City/Washington, D.C.*

## **Streaming Media East/West** East: **May 15–16, 2012** West: **October 30–31, 2012**

The Streaming Media conferences are where the streaming industry intersects with the business world. Streaming professionals, technology experts, and business executives gather to learn how to use streaming and digital media in their organizations ([www.streamingmedia.com](http://www.streamingmedia.com)).

*New York City/Los Angeles*

## **CRM Evolution** **August 13–15, 2012**

Organized by *CRM* magazine, CRM Evolution is quickly gaining recognition as both a valuable networking opportunity for top CRM executives and an excellent learning experience for top-level professionals involved in CRM purchasing decisions ([www.destinationCRM.com](http://www.destinationCRM.com)).

*New York City*

## **SpeechTEK** **August 13–15, 2012**

SpeechTEK is the leading voice and speech technology conference in the U.S., exploring how voice and speech technology solutions can change the way businesses reach out to their customers and looking at how organizations can integrate speech technology in new products and services or deploy them in their business operations ([www.speechtek.com](http://www.speechtek.com)).

*New York City*

## **WebSearch University** **Fall 2012**

WebSearch University is a valuable, intensive learning opportunity where intermediate to advanced web searchers can improve their skills and learn new search tactics, strategies, and tools ([www.websearchu.com](http://www.websearchu.com)).

*Washington, D.C.*

## **Taxonomy Boot Camp** **October 16–17, 2012**

This 2-day program presents the latest developments in taxonomy software and best practices in the field as attendees learn from the experts and become part of a growing network of practitioners and learners in the world of taxonomy ([www.taxonomybootcamp.com/2012](http://www.taxonomybootcamp.com/2012)).

*Washington, D.C.*

## **KMWorld** **October 17–19, 2012**

KMWorld is the global conference and showcase designed for developing and evaluating enterprisewide strategies and for implementing collaborative intranet and portal strategies and technologies that meet organizational goals ([www.kmworld.com](http://www.kmworld.com)).

*Washington, D.C.*

## **SharePoint Symposium** **October 18–19, 2012**

The intensive, 2-day symposium offers independent assessments of SharePoint that will help you make better decisions about whether—and where—to employ the platform and how to develop a broader strategy for your enterprise ([www.sharepointsymposium2012.com](http://www.sharepointsymposium2012.com)).

*Washington, D.C.*

## **Internet Librarian** **October 22–24, 2012**

Internet Librarian is the only conference designed for information professionals who are using, developing, and embracing Internet and web-based strategies ([www.infotoday.com/il2012](http://www.infotoday.com/il2012)). Also features Internet@Schools West ([www.infotoday.com/internet@schools](http://www.infotoday.com/internet@schools)).

*Monterey, Calif.*

## **HTML5 Video Summit** **October 30–31, 2012**

An intense, 2-day program, HTML5 Video Summit, co-located with Streaming Media West, includes how-to sessions, demos, case studies, roundtable panels, and more to help you find out how HTML5 can help your business move forward ([www.html5videosummit.com](http://www.html5videosummit.com)).

*Los Angeles*

*Conference dates and locations subject to change.*