

InformationToday

The Newspaper for Users and Producers of Digital Information Services | www.infotoday.com

MEDIA KIT



- NewsWatch
- Legal Issues
- Redefining Search
- Database Update
- Internet Waves
- International Report
- IT Spotlight
- Tools of the Trade
- BlogBuzz
- ViewPoint
- Focus on Publishing
- Insider's Perspective
- NewsMakers/
The Executive Profile
- Product News
- NewsBytes

2012

www.infotoday.com/it

WHAT IS INFORMATION TODAY?

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

➤ Each issue of *Information Today* features:

- › Late-breaking news
- › Trends in the information industry
- › Expert analysis of what you need to know
- › Articles on the people, products, services, and events that impact the industry

➤ Who reads *Information Today*?

Our readers are the key decision makers in the fields of information services and digital information technology and delivery. We count librarians and information professionals among the largest sectors of our loyal readership. These are the movers and shakers in corporations and professional organizations who are responsible for budget decisions.

➤ What You'll Find:

- › **ViewPoint**—Barbara Quint, one of the industry's most well-known commentators, offers insights into the people, events, and technology shaping our world.
- › **NewsWatch**—News bureau chief Paula J. Hane tracks recent industry developments.
- › **Redefining Search**—Stephen E. Arnold examines the 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 facing information professionals.

- › **Focus on Publishing**—Robin Peek explores the evolving world of epublishing.
- › **Database Update**—Mick O'Leary reviews key sites for information-seekers.
- › **Insider's Perspective**—Guest columnists offer insights about today's IT marketplace.
- › **Intellectual Property**—K. Matthew Dames tackles ongoing intellectual property and 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 on innovative companies and their latest products.
- › **In Other Words**—Lauree Padgett shares the best content in ITI's newsletters.
- › **Product News**—Highlights of new tools, technology, and software.
- › **NewsBytes**—Updates on corporate news and acquisitions in the information industry.
- › **NewsMakers/The Executive Profile**—Focuses on industry movers and shakers.
- › **Tools of the Trade**—The latest gear, gadgets, and services to hit the information technology marketplace.



SPECIAL INFORMATION TODAY ADVERTISING SECTION

- › Directory of Services and Sources

For more information on advertising in *Information Today*, contact:

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

INFORMATION TODAY 2012 MEDIA KIT

Dear Colleague:

No doubt about it, news travels fast these days. It's easier than ever to track events and people making the news with almost up-to-the-minute accuracy on our iPads, iPhones, and smartphones.

But it's not so easy being a print publication these days. While print can't compete with all things digital when it comes to the speed of delivery, print still holds its own as the go-to place for more in-depth articles with analysis and commentary on issues that matter the most to you. That's why *Information Today* focuses on the key events, people, and issues that shape the information industry. (And just think ... print publications are still portable without any worry about battery life, connection problems, or passwords.)

In January 2011, we rolled out a new and improved *Information Today*. Though the publication is smaller in size, the content in each issue is broader in reach and deeper in scope. We kept some of our industry experts as columnists and added new ones to cover the changing landscape. We also freshened up the format with new designs and new offerings. We condensed some of the news into quick, easy-to-read briefs while elaborating on industry-specific news and trends with a discerning eye.

We dig deeper into critical topics affecting the information industry to give you added value and sharper insights. We'll keep our audience of information professionals, librarians, researchers, and managers around the world informed with the best content from cover to cover every issue.

We're dedicated to sharing the information about the latest-breaking tools and technology, from ebooks and e-readers to copyright, privacy, and scientific collaboration, and plenty in-between. We're here, stronger than ever, and ready to give you the best content and perspectives every month.

Best,



Barbara Brynko

Editor-in-Chief, *Information Today*

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InformationToday

Editor-in-Chief:

Barbara Brynko

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Medford, NJ 08055

(609) 654-6266 ext. 147

(609) 654-4309 fax

bbrynko@infotoday.com

AUDIENCE PROFILE & CIRCULATION

Information Today is read by 2,500 information professionals each month. The publisher expects to supplement the paid circulation with an additional 5,500 copies each month to selected information users. Total monthly circulation, therefore, is 8,000.



➤ **Information Today** readers include:

- › Special librarians (including corporate, legal, government, medical, and others)
- › Public and academic librarians
- › Information professionals
- › Information industry/publishing professionals
- › Researchers
- › Knowledge managers
- › Consultants

➤ **According to survey* data:**

93% are involved in some way in purchasing decisions.

78% of readers say their organizations are planning to purchase electronic information, hardware, software, and related products and services in the next 12 months.

50% share their copies of *Information Today* with two or more people.



*Source: *Information Today* reader profile survey

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RATE CARD

➤ 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 ³ / ₄ "	\$6,090	\$5,500	\$5,200	\$5,020
Full-Tab Page Bleed*	9 ¹ / ₂ " x 11 ³ / ₄ "	3,045	2,750	2,600	2,510
Full-Tab Page Standard	7 ³ / ₄ " x 10 ¹ / ₂ "	2,695	2,485	2,360	2,295
Half Spread	18 ¹ / ₈ " x 5 ¹ / ₄ "	4,900	4,530	4,300	4,150
Half Horizontal	8 ¹ / ₂ " x 5 ¹ / ₄ "	2,450	2,265	2,150	2,075
Half Vertical	4 ¹ / ₈ " x 10 ⁵ / ₈ "	2,450	2,265	2,150	2,075
Two-Thirds Horizontal	8 ¹ / ₂ " x 7"	2,555	2,390	2,280	2,195
One-Third Horizontal	8 ¹ / ₂ " x 3 ³ / ₈ "	2,010	1,815	1,765	1,685
One-Quarter Square	4 ¹ / ₈ " x 5 ¹ / ₈ "	1,645	1,460	1,435	1,365
One-Quarter Vertical	2" x 10 ⁵ / ₈ "	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-Tab Page, Full-Page Spread, and Half Spread sizes only (15% extra charge for bleeds).

➤ CLOSING DATES:	SPACE	WHITE PAPER	AD MATERIALS DUE
	RESERVATIONS	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	10/4/112	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

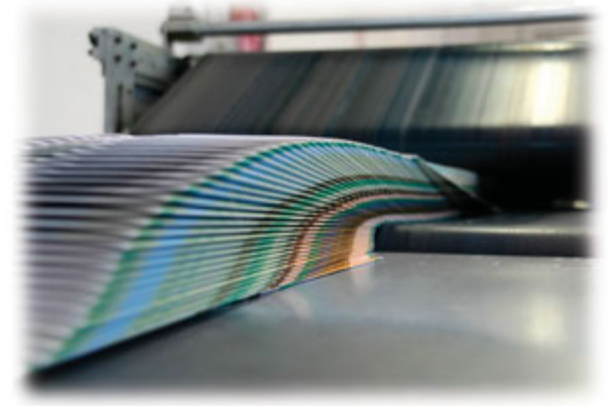
A 20% premium will be charged for a specified page or position on the page.

Color Ads (per page)

- \$1,195 for 4-color process

Specifications

Publication size 9¹/₂"w x 11³/₄"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.

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PRODUCTION REQUIREMENTS

➤ Ad production requirements

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.

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➤ 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.

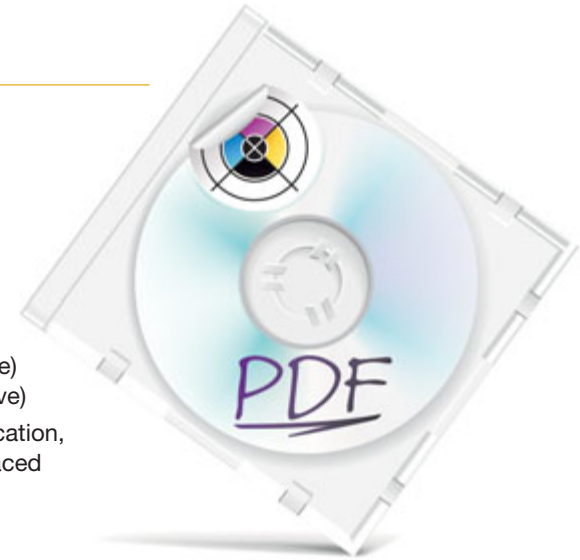
Once the file is uploaded, or the disc has been mailed, please email to adsubmit@infotoday.com the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.

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 Marlton Pike, Medford, NJ 08055-8750
(800) 300-9868; (609) 654-6266, ext. 130
Fax: (609) 654-4309
mhardwick@infotoday.com

Please identify material by name of advertiser and magazine issue.



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.

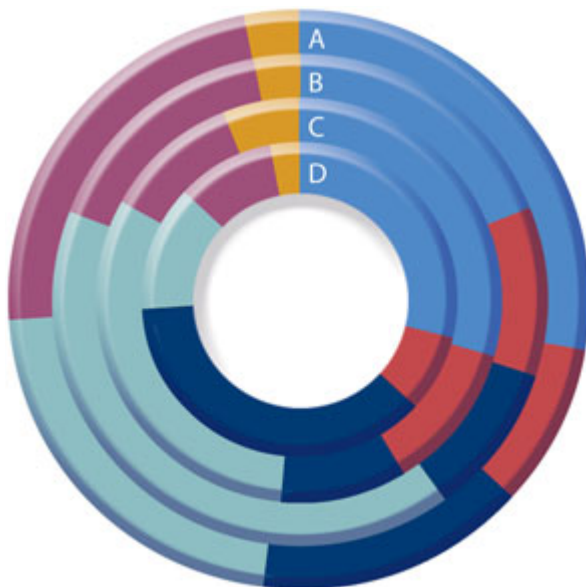
➤ COMBINED REACH

- 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)



➤ 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 on advertising in *Information Today*, 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
 - › 600 words with one 1-column image or
 - › 500 words with one 2-column image
- › Company Logo: High-resolution EPS
- › Other images/screenshots: 300 dpi

› SPONSORED-CONTENT PAGE RATES

- › \$1,595 per page (black & white); \$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).

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."



For more information on advertising in
ITI's library publications contact:

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

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.



➤ 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

➤ 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

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)

EconLit:
Your Source for
Global
Economic
Information



What's in YOUR Library?

EconLit, the foremost bibliography, provides more than 35 years of indexing and abstracts of global economic literature. **EconLit** offers:

- Powerful search tools for obtaining relevant citations and full-text articles
- Economic articles in nearly 1,000 journals
- Geographic and regional descriptors to refine your search
- Global economic information
- The Journal of Economic Literature's (JEL) classification system, and much more

American Economic Association

For information, write or call:

AEA Publications
2403 Sidney Street #260
Pittsburgh, PA 15203-2167
Phone 412-432-2301
www.econlit.org
info@econlit.org



Celebrating 125 Years of
Encouraging Economic Research

SAMPLE AD

SAMPLE AD

INFORMATION WORLD REVIEW

Information Today, Inc. now 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 on advertising in *Information Today*, contact:

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(609) 654-6266 ext. 132 • (609) 714-2159 fax • mzarrello@infotoday.com



**Going global?
Extend your reach
overseas.**

➤ Print Production

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

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

ONLINE ADVERTISING OPPORTUNITIES 2012

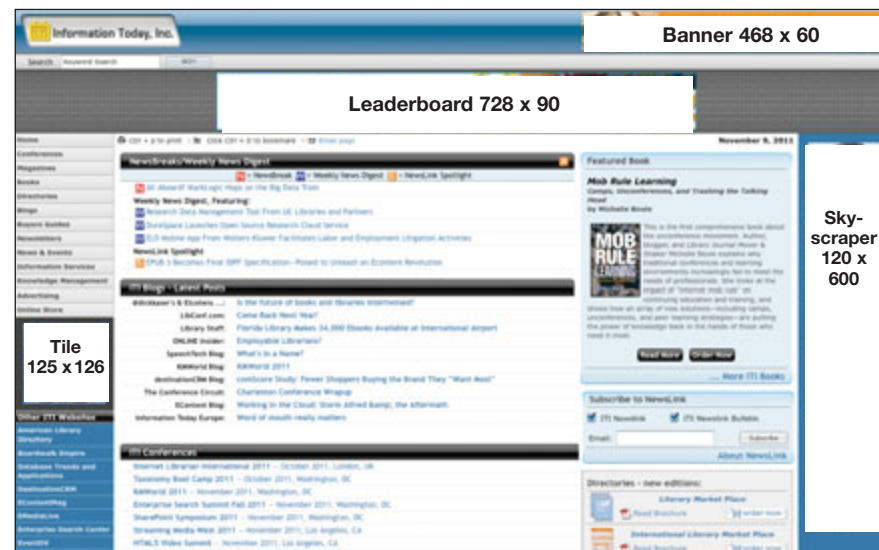
WWW.INFOTODAY.COM

➤ **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

MORE OFFERS AND OPPORTUNITIES

ITI NewsLink 2012

➤ **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

➤ 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.

For more information on any of these advertising opportunities, contact:
David Panara • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com

ITI NEWSLINK RATES 2012

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

➤ For sample newsletters, go to 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.



MORE OFFERS AND OPPORTUNITIES

Commercial Reprints 2012



➤ Reprints Price List

QUANTITY		8 1/2" x 11"		11" x 17" (BIFOLD)	11" x 25 1/2" (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

➤ Information Today, Inc. REPRINTS

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

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

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

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

➤ Contact

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

Other periodical mail lists available for rental:

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

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

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

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

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

MORE OFFERS AND OPPORTUNITIES

Mail List Rental Rates 2012

➤ Conference Attendee Lists

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

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

➤ Directory Lists

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

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

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

Normal shipping: 10 days after receipt

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

➤ 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

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 mzarrello@infotoday.com



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 on advertising in *Information Today*, 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). Also features Internet@Schools East (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).
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.enterprisearchsummit.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).
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).
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).
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).
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).
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).
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).
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). Also features Internet@Schools West (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).
Los Angeles

Conference dates and locations subject to change.