

# OTHER OFFERS AND OPPORTUNITIES

## Sponsor our newsletters

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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:

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### ➤ **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.

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