

# 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.

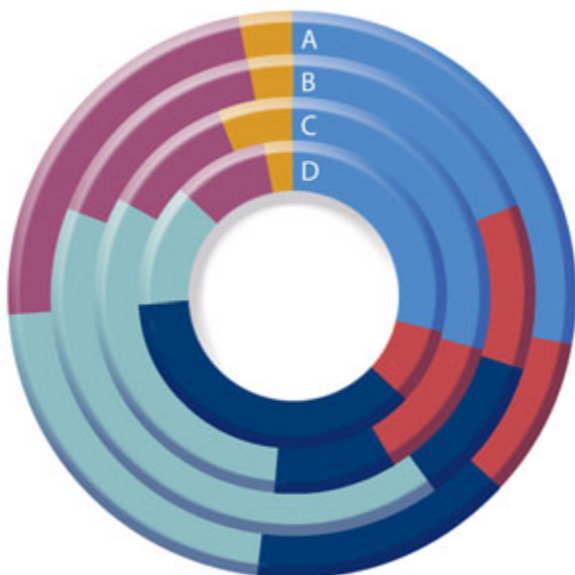
### ➤ COMBINED REACH

- 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, contact:**

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## 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

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## 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

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

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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).

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