

# INFORMATION TODAY DIRECTORY OF SERVICES & SOURCES

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## ➔ 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:

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## 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)

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## American Economic Association

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