

ONLINE ADVERTISING OPPORTUNITIES 2012

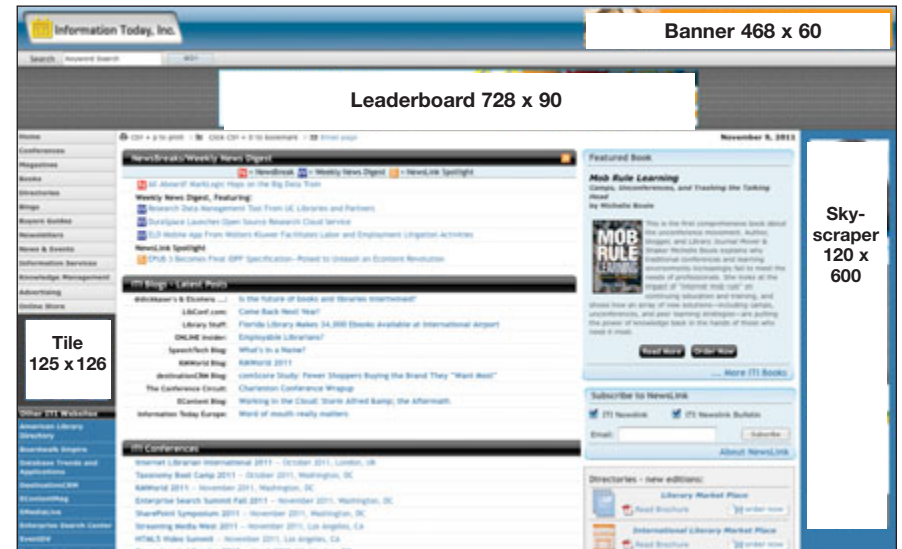
WWW.INFOTODAY.COM

➔ **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:

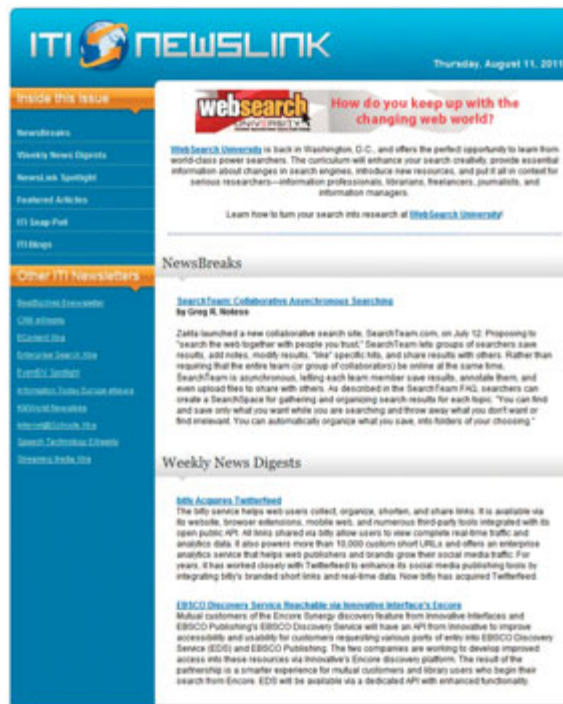
- › 468x60 BANNER (JPG or GIF format; no larger than 40k file size)
- › 75 WORDS OF TEXT
- › LINKING URL

For sample newsletters, go to www.infotoday.com/newslink/archives.shtml.

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

or go to 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

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 – print advertising & exhibitor information
David Panara, dpanara@infotoday.com – online advertising & newsletter sponsorships

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