

LIBRARY RESOURCE GUIDE™ 2012–2013

Reach more buyers, close more sales, make more money

➤ Reach out. Focus. Make the connection.

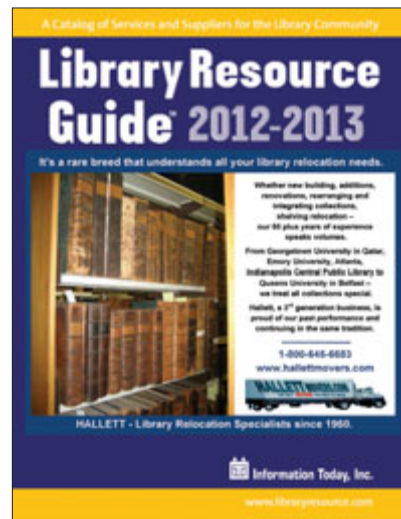
With a print circulation of 50,000 and an accompanying online version that delivers thousands of impressions every month, *Library Resource Guide™* (LRG), published by Information Today, Inc., is an unmatched resource of services and suppliers for today's library community.

Library Resource Guide™ creates the strongest possible link between library decision makers and library marketers —the people who develop the products and offer the services. In a business arena that generates more than \$5 billion a year in sales, you can't afford to be without this direct connection to your buyers. With an advertisement in *Library Resource Guide™*, you will target your market, reach your buyers, and make the sale.

➤ The one address shared by the entire library market.

Your ad space in the print edition comes with a circulation of almost 50,000 of today's nationwide library buyers. *Library Resource Guide™* mails directly to an exclusive list of library professionals and purchasers of *American Library Directory™*, a comprehensive guide of information on libraries throughout North America.

Additionally, *Library Resource Guide™* is widely distributed at all the leading library conferences, including ALA, SLA, Computers in Libraries, and Internet Librarian.



Librarians need suppliers.
You need customers.
Advertise through the
Library Resource Guide™
and make the connection-

**IN PRINT
AND ONLINE!**

➤ We're online to keep you in touch.

www.libraryresource.com

Provided free of charge, the online version of *Library Resource Guide™* is a user-friendly, easily navigated website that provides librarians and their staffs with quick-and-easy access to suppliers and service providers. This easy-to-use source enables users to browse the numerous entries with the services and suppliers listed by category or in alphabetical order. They can search by category, consult a complete company index, or conduct a full-text search. Everything that is found in the print version is found here ... but with live links to listed companies.

- Average Page Views Per Month: More than 29,000
- Average Site Visitors Per Month: More than 11,000

➤ Put advertorials to work for you.

New Opportunity for LRG Advertisers

Want to give your key prospects the inside view on how well your products and services are performing in the real world?

Let your *LRG* White Paper Advertorial tell the story. Advertorials are an excellent medium to demonstrate how librarians are using your library systems, software, and related products and services to operate and manage their library more efficiently. With an *LRG* print circulation of almost 50,000 and an accompanying online version that delivers thousands of impressions every month, there simply is no better way to stay out in front of other suppliers which are targeting your most valuable prospects.

White Paper Advertorials will be prominently displayed and located in a special section of the *Library Resource Guide™*. All you need to do is provide us with your copy and we will design, review, and edit it for your final approval.

For more information or to book your listing or display advertisement, contact:

Chuck Fiorello • 337 E. 33rd Street, Suite 2A • New York, NY 10016
(212) 689-2855 • (270) 738-4305 fax • cfiorello@infotoday.com

LIBRARY RESOURCE GUIDE™ 2012–2013

Advertise using the power of the internet

➤ Online Advertising Rates & Specifications

Put web advertising to work for you!

- Listings and Links—included with print listing options on previous page
- Company Logo—located above company listing information (120x60 pixels)
- Banner Ads (468x60 pixels, 10K file size, GIF or JPEG format):
 - Annual Rate—\$2,800
- Tile Ads (100x100 pixels, 8K file size, GIF or JPEG format):
 - Annual Rate—\$1,700

Banners and tiles will rotate sitewide with those of other advertisers.



For complete ad submission information, go to www.infotoday.com/advert/CTPAdSpecs.pdf.

➤ Print Advertising Rates & Specifications

Listings included in both print and online editions.

Your full company information will be located alphabetically as well as by subject.

- Basic Listing: address, phone, fax – \$200 per category
- Expanded Listing: all contact information, plus website and email address with online links, detailed company description (up to 75 words), and personnel – \$575 (includes listing in up to five separate subject categories)
- Expanded Listing: with 4-color company logo – \$950

Display Ads

- Full-page: \$2,805
- Half-page: \$1,705
- Quarter-page: \$1,155
- For 2-color, add \$175
- For 4-color, add \$300

Covers and Section Dividers

- Front cover: \$6,375
- Back cover: \$5,650
- Inside front: \$5,350
- Inside back: \$4,125
- Section divider: \$4,550

Footers

- \$5,500: Runs across bottom left or right pages; either alpha section or category chapter

Headers

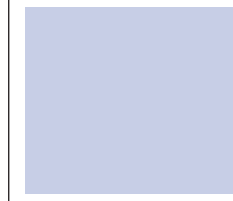
- \$4,500: Runs on either right or left pages, across the top

➤ Deadlines for print advertising:

Space Reservation **2/24/12** — All Materials Due **3/9/12**

Front Cover:

8" x 6"

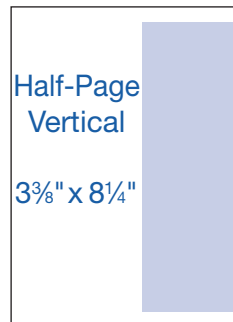


Covers, Section Dividers and Full-Page Ads:

Trim: 8½" x 10⅞"
Image: 7½" x 10"
Bleed: 9" x 11⅜"

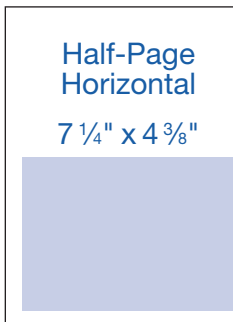
Half-Page Vertical

3⅜" x 8¼"



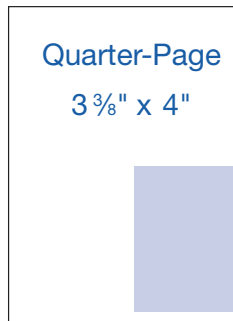
Half-Page Horizontal

7¼" x 4⅜"



Quarter-Page

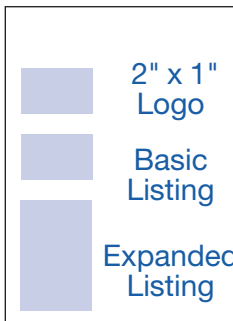
3⅜" x 4"



2" x 1" Logo

Basic Listing

Expanded Listing



LIBRARY RESOURCE GUIDE™ 2012–2013

Category Listings ... detailed and easy-to-locate for buyers

Who needs to advertise in *Library Resource Guide*™? If you see your business here — **YOU do!**

Abstracting & Indexing Services

Access Control Systems

Acid-Free Products

Acquisitions

ADA Compliance Products & Services

Adhesives & Posting Materials

Architecture & Interior Design

Arts & Crafts

Audio Dealers, Distributors, & Wholesalers

Audio Equipment, Supplies, & Services

Audiobook Dealers, Distributors, & Wholesalers

Audiobook Reviews

Audiocassette Dealers,

Publishers, & Wholesalers

Audiovisual Dealers, Distributors, & Wholesalers

Audiovisual Equipment, Supplies, & Services

Automation Equipment, Supplies, & Services

Back Volume Agencies

Bags

Bar Code Equipment & Labels

Binding Equipment, Supplies, & Services

Book Covering & Repair

Book Dealers, Distributors, & Wholesalers

Book Dealers, Distributors, & Wholesalers—Foreign & ESL

Book Dealers—Technical

Book Leasing

Book Returns

Book Stacks

Bookmobiles

Carpeting & Flooring

Cataloging & Processing Equipment & Supplies

Cataloging & Processing Services

CD/DVD Previewing Stations

CD-ROM Dealers, Publishers, & Wholesalers

CD-ROM Equipment, Supplies, & Services

Children's Library Supplies & Furnishings

Collection Development Services

Collection Management

Collection Management Software

Compact Discs

Compact Shelving

Computer Equipment & Supplies

Computer Software

Computer Software—Security

Conservation & Restoration Equipment, Supplies, & Services

Continuations

Cybermobiles

Data Conversion

Debit Cards

Dehumidification

Die Cutting Equipment & Supplies

Digital Content Management

Digital Library

Displays

Document Delivery Services

DVD Dealers & Distributors

Ebook Conversion

Educational Software

Electronic Journals

Electronic Publishing

Entertainment

ESL Distributors—All Levels

Financial Services

Fundraising Consultants

Furniture

Globes

Government

Gray Literature

Humor

Image Conversion

Image Management

Image Management Software

Indexing

Insurance

Integrated Library Software & Supplies

Interlibrary Loan

Internet Services

Knowledge Management Software

Knowledge Organizations

Knowledge Organization Tools

Laminating Systems & Supplies

Language Programs

Library Associations

Library Building Consultants

Library Management

Library Software

Library Supplies & Equipment

Maps

Materials Flow Management

Media Storage Cabinets & Systems

Microfilm

Microfilm Equipment, Supplies, & Storage

Midlife Planning

Mobile Classrooms

Mobile Computer Labs

Moving Equipment, Services, & Supplies

Multimedia Distributors, Producers, & Publishers

Multimedia Fixtures & Shelving Music

Networks & Services

Online Databases, Networks, & Services

Out-of-Print Audiovisual

Out-of-Print Books

Out-of-Print Books—Technical

Outsourcing

Patron ID Cards & Systems

Patron Self-Checkout

Periodicals

Personnel Services

Photo & Negative Storage

Photocopying Equipment & Supplies

Publishers—Academic

Publishers—Audiobooks

Publishers—Books

Publishers—Business & Career

Publishers—Children & Young Adult

Publishers—Craft & Hobby

Publishers—Foreign Language

Publishers—Health

Publishers—History/Political Science

Publishers—Infants & Toddlers

Publishers—Information

Publishers—Language Arts

Publishers—Legal

Publishers—Lifestyle Planning

Publishers—Maps

Publishers—Medical

Publishers—Multicultural & Social Studies

Publishers—Personal Growth

Publishers—Preschool

Publishers—Reference

Publishers—Research

Publishers—Retirement Planning

Publishers—Science

Publishers—Self-Help

Publishers—Spiritual

Publishers—Technical

Publishers—Trade

Publishers—Training/Technical

Publishers—Travel Books

Readers' Advisory Resources

Reprints

Retirement & Tax-Deferred Annuity Plans

Review Journals

RFID—Radio Frequency Identification

Security

Serials Management

Shelving

Signage

Sign Language

Spoken Word

Staffing

Storage Cabinets & Systems

Subscription Agencies

Technology

Videocassette Dealers,

Publishers, & Wholesalers

Virtual Library