REACH OUT TO THE
LIBRARY AND INFORMATION PROFESSIONALS
MARKET

WWW.INFOTODAY.COM

'14 MEDIA KIT

Combined

Information Today

Computers in Libraries

ONLINE SEARCHER
HOW TO REACH LIBRARIANS & INFO PROS WHO WILL BUY YOUR PRODUCTS & SERVICES

Connect with public, academic, and special librarians and information professionals who buy or influence the purchase decisions for print and digital resources, including databases, ejournal and ebook collections, information platforms, and discovery systems. Reach the information professionals who use or promote the use of these services.

Reach the paid subscribers of our library market and information professional periodicals and directories, attendees at our library conferences; subscribers to our enewsletters; and visitors to the ITI website www.infotoday.com.

Maximize your presence in the Library Market with a broad-based mix of:

▶ Online programs, including enewsletter sponsorships, digital advertising, and webcasts
▶ Publication advertising in Information Today, Computers in Libraries, and Online Searcher
▶ White papers and sponsored content in our magazines
▶ Reprints and mail list rentals
▶ Exhibit booths and show sponsorships for these high-profile conferences: Computers in Libraries, Internet Librarian, WebSearch University, and the Library Directors Digital Summit

Contact:
David Panara • Advertising and Conference Sales Director
(609) 654-6266 ext. 146 • (609) 257-0112 fax
dpanara@infotoday.com
Information Today, Inc. (ITI) reaches more than 17,000 libraries which pay to receive our magazines’ objective insights about information science, services, products, and technology. They—and tens of thousands of pass-along readers—turn to Information Today, Inc. for objective advice. Be there at the critical moment when they decide to renew, consolidate, or cut back. Use our reach to:

› Generate leads
› Retain customers
› Grow revenues
› Increase market share
› Fortify your brand

Reach the decision makers who buy technology in all prime library market segments

› Academic/public
› Corporate
› Government
› Legal
› STM
› Special
**HELPING YOU TARGET** THE LIBRARY MARKET

**OPPORTUNITIES FOR 2014**

**Combined Reach (%)**
- **A** — *Information Today*
- **B** — *Online Searcher*
- **C** — *Computers in Libraries*

**PERCENTAGE**
- Academic Libraries
- Government Libraries
- Public Libraries
- Special Libraries
- Industry/Info Pros
- Other

The combined reach of all three publications is:
- **14%** Information Professionals
- **27%** Academic Librarians
- **24%** Special Librarians
- **10%** Government Librarians
- **21%** Public Librarians
- **4%** Other

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MIX YOUR MESSAGE
With the publications librarians and info pros love to read

Computers in Libraries
Complete Coverage of Library Information Technology
Dick Kaser, Executive Editor

Computers in Libraries (CIL) is published 10 times a year and serves as a showcase and forum for library tech professionals to share their success stories. The magazine’s focus is on practical applications of technology in public, academic, corporate, and special libraries. CIL is the librarian’s only independent, peer-to-peer resource on library systems. It’s all tech, all the time.

Be a part of the CIL community by joining us at CIL ’14, Internet Librarian, and Internet Librarian International.

Information Today
The Newspaper for Users and Producers of Digital Information Services
Deb Poulson, Interim Acting Editor

Information Today (IT) is published 10 times a year. It is a news publication, keeping information professionals “in the know” about news and industry trends that 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 services and products. IT tackles the news from all angles to make sure its readers are kept informed on all fronts.

Special features include Q&As with industry notables, insights into intellectual property and copyright issues, updates on user-friendly technology for librarians and info pros, and highlights of global policies and regulations with analysis from industry experts.

For updates online, subscribe to NewsLink, a free biweekly email newsletter from the ITI news bureau team. Join more than 8,000 of your colleagues by subscribing to infotoday.com/newslink for breaking news, product rollouts, and trend reports.

Online Searcher
Information Discovery, Technology, Strategies
Marydee Ojala, Editor-in-Chief
Barbara Quint, Senior Editor

Online Searcher is published six times a year. It is a definitive voice for information professionals engaged with the online search world. It provides information and insights on managing online research projects, conducting successful searches, evaluating new technologies, assessing the value of new resources, strategizing to provide excellence in information services, warnings of potential pitfalls, and delivering data in multiple media and formats. Written by experts in the field, Online Searcher provides practical, down-to-earth considerations for those searching on the web for enterprise-based resources and in subscription databases. It also covers best practices for creating websites, finding open source solutions, and publicizing library resources.

NEW Advertising Opportunities Every Month

Contact:
David Panara
Advertising Sales Manager
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com
RATE CARDS AND SPECS

Computers in Libraries 2014

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Spread</td>
<td>15 1/2&quot;wx10&quot;d</td>
<td>$5,780</td>
<td>$5,580</td>
<td>$5,380</td>
<td>$4,980</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot;x10&quot;</td>
<td>2,890</td>
<td>2,790</td>
<td>2,690</td>
<td>2,490</td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>7&quot;x5&quot;</td>
<td>2,290</td>
<td>2,190</td>
<td>2,090</td>
<td>1,990</td>
</tr>
<tr>
<td>1/2-Page Vertical</td>
<td>33 3/8&quot;x9 1/4&quot;</td>
<td>2,290</td>
<td>2,190</td>
<td>2,090</td>
<td>1,990</td>
</tr>
</tbody>
</table>

Magazine trim size: 83/8"wx11 1/2"d

Bleeds*—add 1/4 inch to trim size all around for bleed
*Bleeds are available for Full Page and Full-Page Spread sizes only
(15% extra charge for bleeds)

<table>
<thead>
<tr>
<th>BLEED SIZE</th>
<th>FULL PAGE</th>
<th>FULL-PAGE SPREAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8 3/8&quot;x11&quot;</td>
<td>16 3/4&quot;x11&quot;</td>
</tr>
<tr>
<td>Live Copy</td>
<td>7 7/8&quot;x10 1/2&quot;</td>
<td>16 1/4&quot;x10 1/2&quot;</td>
</tr>
</tbody>
</table>

Additional for Covers
› 2nd cover $495
› 3rd cover $445
› 4th cover $545

Special Positions
› A 20% premium will be charged for a specified page or position on the page.

Advertising Regulations
› A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
› Advertisers using 5- or 10-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
› All advertising is subject to the publisher’s approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

Cancellations
› Cancellations must be made in writing 30 business days prior to material deadlines.
› Cover and premium positions are noncancelable.

For more information, contact:
David Panara • Advertising and Conference Sales Director • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
## Rate Cards and Specs

### Information Today 2014

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Tab Spread</td>
<td>19&quot;x11 3/4&quot;&quot;</td>
<td>$6,980</td>
<td>$6,580</td>
<td>$6,380</td>
<td>$6,180</td>
</tr>
<tr>
<td>Full-Tab Page</td>
<td>9 1/2&quot;x11 3/4&quot;&quot;</td>
<td>3,490</td>
<td>3,290</td>
<td>3,190</td>
<td>3,090</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>8 1/2&quot;x5 1/4&quot;&quot;</td>
<td>2,790</td>
<td>2,690</td>
<td>2,590</td>
<td>2,490</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>4 1/8&quot;x10 5/8&quot;&quot;</td>
<td>2,790</td>
<td>2,690</td>
<td>2,590</td>
<td>2,490</td>
</tr>
</tbody>
</table>

Magazine trim size: 9 1/2"wx11 3/4"d

**Bleeds**—add 1/4 inch to trim size all around for bleed

*Bleeds are available for Full-Tab Page and Full-Page Spread sizes only (15% extra charge for bleeds).

### Closing Dates:

<table>
<thead>
<tr>
<th>SPACE RESERVATIONS</th>
<th>SPACING MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/19/13 1/14/14</td>
</tr>
<tr>
<td>March</td>
<td>1/21/14 2/12/14</td>
</tr>
<tr>
<td>April</td>
<td>2/19/14 3/13/14</td>
</tr>
<tr>
<td>May</td>
<td>3/21/14 4/14/14</td>
</tr>
<tr>
<td>June</td>
<td>4/21/14 5/13/14</td>
</tr>
<tr>
<td>July/August</td>
<td>5/20/14 6/12/14</td>
</tr>
<tr>
<td>September</td>
<td>7/22/14 8/13/14</td>
</tr>
<tr>
<td>October</td>
<td>8/20/14 9/12/14</td>
</tr>
<tr>
<td>November</td>
<td>9/22/14 10/14/14</td>
</tr>
<tr>
<td>December</td>
<td>10/21/14 11/12/14</td>
</tr>
</tbody>
</table>

### Advertising Regulations

- A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- Advertisers using 3-, 6-, or 11-time rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- All advertising is subject to the publisher’s approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

### Cancellations

Cancellations must be made in writing 30 business days prior to material deadlines. **Cover and premium positions cannot be canceled.**

### AD Reservations

General display reservations due 14 days prior to ad material deadlines. Call for space availability on later reservations.

For more information on advertising in *Information Today*, contact:

David Panara • Advertising and Conference Sales Director • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
## Editorial Calendar 2014

### Computers in Libraries 2014 Editorial Calendar • Libraries of the Future, Here and Now

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
<th>Cases On</th>
<th>Focus On</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Patron-Driven</td>
<td>User-defined services</td>
<td>Ebooks and computing literacy</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>Cloud-Sourced</td>
<td>Workflows—fitting yours with theirs; moving your techno infrastructure to the cloud</td>
<td>ILS platforms, web services, and social media literacy</td>
<td>Association for Independent Information Professionals (AIIP)</td>
</tr>
<tr>
<td>April</td>
<td>Tricked-Out</td>
<td>User interfaces, apps, and APIs; plus makerspaces and other techno-geeky stuff</td>
<td>Discovery systems and system literacy</td>
<td>Computers in Libraries (CIL); American Society for Indexing (ASI)</td>
</tr>
<tr>
<td>May</td>
<td>Web-Enabled</td>
<td>Remote access and user engagement; library sites and apps as access points</td>
<td>Web-scale solutions and online literacy</td>
<td>Medical Library Association (MLA); BookExpo America (BEA); Special Libraries Association (SLA)</td>
</tr>
<tr>
<td>June</td>
<td>Mobile and Mobilized</td>
<td>Responsive websites, adaptive content, and all other things mobile</td>
<td>E-resources and library advocacy</td>
<td>American Libraries Association (ALA) Annual; American Association of Law Libraries (AALL)</td>
</tr>
<tr>
<td>July/August</td>
<td>How We Did That</td>
<td>Choosing and using library stuff</td>
<td>All library products and services</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>Data-Based</td>
<td>Studies, stats, and analytics on any libtech topic; plus, Big Data and data visualization</td>
<td>Research databases and database literacy</td>
<td>WebSearch University</td>
</tr>
<tr>
<td>October</td>
<td>Built for Discovery</td>
<td>Next-gen OPACs, search-and-browse tools, and finding without having to look</td>
<td>Econtent and media literacy</td>
<td>Internet Librarian International; Internet Librarian; KMWorld</td>
</tr>
<tr>
<td>November</td>
<td>Digitized</td>
<td>Special collections and web curations, archives, repositories, and data depositories</td>
<td>Digital collections and online security and privacy literacy</td>
<td>American Society for Information Science &amp; Technology (ASIS&amp;T); SharePoint Symposium; Taxonomy Boot Camp</td>
</tr>
<tr>
<td>December</td>
<td>Revitalized</td>
<td>Innovation in public and academic libraries—trials, pilots, and proven results</td>
<td>Educational resources, lifelong learning, and library MOOCs</td>
<td></td>
</tr>
</tbody>
</table>

**Contact** David Panara • Advertising Sales Manager • (609) 654-6266 ext. 146 • (609) 257-0112 • fax dpanara@infotoday.com
RATE CARDS AND SPECS

Online Searcher 2014

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>Full-Page Spread</td>
<td>15 5/8&quot;x10&quot;d</td>
<td>$6,850</td>
<td>$5,980</td>
<td>$5,780</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 1/4&quot;x10&quot;</td>
<td>3,290</td>
<td>2,990</td>
<td>2,890</td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>7&quot;x4 1/2&quot;</td>
<td>2,690</td>
<td>2,490</td>
<td>2,390</td>
</tr>
<tr>
<td>1/2-Page Vertical</td>
<td>4 1/2&quot;x7&quot;</td>
<td>2,690</td>
<td>2,490</td>
<td>2,390</td>
</tr>
</tbody>
</table>

Magazine trim size: 8 1/2"w x 11"d

Bleeds*—add 1/4 inch to trim size all around for bleed
*Bleeds are available for Full Page and Full-Page Spread sizes only (15% extra charge for bleeds).

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- All advertising is subject to the publisher’s approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.
- Unless advertiser requests otherwise, materials will not be returned, and later retrieval cannot be guaranteed.

Cancellations

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  Cover and premium positions are noncancelable.

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CLOSING DATES:

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<tr>
<th></th>
<th>SPACE RESERVATIONS</th>
<th>AD MATERIALS DUE</th>
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</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>12/16/13</td>
<td>12/27/13</td>
</tr>
<tr>
<td>March/April</td>
<td>1/23/14</td>
<td>2/4/14</td>
</tr>
<tr>
<td>May/June</td>
<td>3/26/14</td>
<td>4/7/14</td>
</tr>
<tr>
<td>July/August</td>
<td>5/23/14</td>
<td>6/5/14</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>7/25/14</td>
<td>8/6/14</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>9/25/14</td>
<td>10/7/14</td>
</tr>
</tbody>
</table>
EDITORIAL CALENDAR 2014

Online Searcher 2014 Editorial Calendar:
Information Discovery, Technology, Strategies

Jan/Feb
- New Dialog
- E-lending policies
- Ontologies

Mar/Apr
- Humanities research
- Media archives
- Financial strategies
- **Conference distribution:**
  - Association for Independent Information Professionals (AIIP);
  - Computers in Libraries (CIL);
  - American Society for Indexing (ASI)

May/Jun
- Public records research
- Mobile devices
- Health/medical resources
- **Conference distribution:**
  - Enterprise Search & Discovery;
  - Medical Library Association (MLA);
  - BookExpo America (BEA);
  - Special Libraries Association (SLA);
  - American Library Association (ALA) Annual

Jul/Aug
- Discovery tools
- Negotiation tactics
- Engineering research
- **Conference distribution:**
  - American Association of Law Libraries (AALL)

Sep/Oct
- Global reach
- Scientific developments
- Social search
- **Conference distribution:**
  - WebSearch University;
  - Internet Librarian International;
  - Internet Librarian;
  - American Society for Information Science & Technology (ASIS&T);
  - Enterprise Search & Discovery;
  - KMWorld

Nov/Dec
- Disruptive technologies
- Delivering value
- Forecasting

**Editorial content focuses on vertical markets:**
- Legal, Tax, Regulatory, & Intellectual Property
- BioMed & Pharmaceuticals
- Physics, Chemistry, Math
- Social Sciences & Humanities
- News & Financial Data
- Business & Competitive Intelligence

**In every issue:**
- Information literacy
- Internet technologies
- Ebooks; e-resources
- Business research
- Conference coverage
- Open source
- Library website design
- Book reviews
PRODUCTION REQUIREMENTS

Ad Specs & Submission Deadlines

Full Page Ads (Trim)
Add 1/4" (3.4mm) on all sides for bleed

Information Today
- Trim Size 9 1/2"w x 11 3/4"h (241.3mm x 298.45mm)
  - Jan/Feb - 1/14/2014
  - Mar - 2/12/2014
  - Apr - 3/13/2014
  - May - 4/14/2014
  - Jun - 5/13/2014
  - Jul/Aug - 6/12/2014
  - Sep - 8/13/2014
  - Oct - 9/12/2014
  - Nov - 10/14/2014
  - Dec - 11/12/2014

Computers in Libraries
- Trim Size 8 3/8"w x 11"h (212.725mm x 279.4mm)
  - Jan/Feb - 1/8/2014
  - Mar - 2/7/2014
  - Apr - 3/10/2014
  - May - 4/10/2014
  - Jun - 5/8/2014
  - Jul/Aug - 6/9/2014
  - Sep - 8/8/2014
  - Oct - 9/9/2014
  - Nov - 10/9/2014
  - Dec - 11/7/2014

Online Searcher
- Trim Size 8 1/2"w x 11"h (215.9mm x 279.44mm)
  - Jan/Feb - 12/27/2013
  - Mar/Apr - 2/4/2014
  - May/Jun - 4/7/2014
  - Jul/Aug - 6/5/2014
  - Sep/Oct - 8/6/2014
  - Nov/Dec - 10/7/2014

Internet@Schools
- Trim Size 8 1/4"w x 10 7/8"h (209.55mm x 276.23mm)
  - Jan/Feb - 1/6/2014
  - Mar/Apr - 2/4/2014
  - May/Jun - 4/4/2014
  - Nov/Dec - 10/3/2014

Ad production requirements

Please identify material by name of advertiser, publication, and issue date.
High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.

We accept the following formats:
- Press-quality PDF files are preferred.
  - Fonts must be embedded
  - Set black to overprint
  - Convert PMS to CMYK
  - Images must be in CMYK
  - 300 dpi images only
  - Flattened transparencies
  - Bleeds and crops included

We can also accept high-resolution Macintosh format Photoshop TIFF files.
- Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).

File submission instructions:
- To upload files via the web:
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

For questions contact
Ad Trafficking Coordinator adsubmit@infotoday.com
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*, *Online Searcher*, or *Computers in Libraries* magazines, it will saturate the market for library systems, content collections, and discovery solutions.

COMBINED REACH (%)

A = *Information Today*
B = *Online Searcher*
C = *Computers in Libraries*

PERCENTAGE

- Academic Libraries
- Government Libraries
- Public Libraries
- Special Libraries
- Industry/Info Pros
- Other

The combined reach of all three publications is
- 14% Information Professionals
- 27% Academic Librarians
- 24% Special Librarians
- 10% Government Librarians
- 21% Public Librarians
- (4% Other)

For more information, contact:
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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:

David Panara • Advertising Sales Manager
(609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
SPONSORED CONTENT
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 file 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
   › 600 words with one 1-column image or
   › 500 words with one 2-column image
› Company Logo: High-resolution EPS
› Other images/screenshots: 300 dpi

SPONSORED-CONTENT PAGE RATES

› $1,595 per page (black & white); $2,695 per page (full color)
   all rates, net, per book, per issue

Inquire about discounts on multiple books and multiple issues.

Need help writing your position paper or case study? Let us know as far as possible in advance, and we’ll find the best freelance ghost writer for your needs (additional fees apply).

* Pages starting at $1,595 (B&W)
  $2,695 (Full Color)
  All prices net, per issue, per publication
  * In keeping with the highest editorial standards, all content appearing under this program will be marked: “Sponsored Content.”

For more information on advertising in ITI’s library publications, contact:

David Panara
Advertising and Conference Sales Director
(609) 654-6266 ext. 146 • (609) 257-0112 fax dpanara@infotoday.com
**DIGITAL CAMPAIGNS**

Sponsor our email newsletters

**ITI 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 once a week (Tuesday) to our 8,000-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 or 468x120 banner ad in JPEG, GIF or PNG format. No larger than 50k file size. Flash is prohibited.
  - 75 WORDS OF TEXT
  - LINKING URL

**Subscribe to ITI NewsLink**

As a subscriber to this weekly email newsletter, on the first of every month you will receive a full-length issue including:

- *NewsLink Monthly Spotlight*—featuring an original article written about current industry news and trends
- *NewsBreaks*—the latest industry happenings
- *This Month @InfoToday.com*—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*

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**ITI NEWSLINK RATES 2014**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$595</td>
</tr>
<tr>
<td>6x</td>
<td>$495</td>
</tr>
<tr>
<td>12x</td>
<td>$445</td>
</tr>
</tbody>
</table>

**Additional opportunity**

**ITI Bulletin**—dedicated email

In addition to our sponsorships, we are offering you exclusive, stand-alone 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.

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For more information, contact **David Panara** • Advertising Sales Manager • (609) 654-6266 ext. 146 • fax (609) 257-0112 • dpanara@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—including 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 50,000 visitors each month, delivering more than 380,000 ad impressions monthly.

ONLINE ADVERTISING OPPORTUNITIES 2014

ONLINE ADVERTISING RATES 2014

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>AD SIZE (PIXELS)</th>
<th>MAX FILE SIZE</th>
<th>LOCATION</th>
<th>MINIMUM IMPRESSIONS</th>
<th>NET COST</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Skyscraper</td>
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<td>Tile</td>
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<td>$60 CPM</td>
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<tr>
<td>Box</td>
<td>300x250</td>
<td>200k</td>
<td>Center</td>
<td>35,000</td>
<td>$75 CPM</td>
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<tr>
<td></td>
<td>text links</td>
<td>text only</td>
<td>Bottom</td>
<td>1 month/unlimited</td>
<td>$750 month</td>
</tr>
</tbody>
</table>

File formats: .JPG, .GIF, .PNG, or Flash (.SWF) files are acceptable.

For more information on any of these advertising opportunities, contact:

David Panara
Advertising and Conference Sales Director
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(609) 257-0112 fax
dpanara@infotoday.com
Information Today, Inc. Live Streaming Audio Webcast

Information Today, Inc. (ITI) Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

ITI will produce, market, and broadcast your 1-hour Web Event. All your bases are covered:
- Aggressive online and print advertising campaign
- Speakers can participate from their own offices
- Real-time polling, survey, and Q&A
- Attendee registration, monitoring, and reporting
- Event archiving and online posting on the infotoday.com website for anytime, on-demand viewing for 1 year

ITI provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

Event Marketing
For your Web Event, ITI will design and produce:
- An online invitation with your company logo and session content summary to be placed on the infotoday.com website
- A full-page, 4-color ad in Information Today, Computers in Libraries, and Online Searcher publications
- Promotional ad in the ITI enewsletter, NewsLinks
- A banner to run on the infotoday.com website

All registrants will receive a reminder phone call and email blast prior to the event.

Moderators/Industry Experts
- The sponsor will provide a moderator/industry expert to facilitate the event, or ITI will provide one at an additional cost.

Web Event Program & Highlights
- 1-hour event, complete with streaming audio, broadcast live over the internet
- Producer for staging of content and online rehearsal services at each event
- PowerPoint slide synchronization
- Browser-based Q&A capabilities and polling and survey questions
- Detailed monitoring and reporting
- Complete registration management, including final list of all registrants and participants
- Event archiving on infotoday.com for 1 year, for anytime, on-demand viewing (archive viewer leads will be provided for 90 days)
- A file of your event will be provided upon request for local playback (hosting on your site, trade shows, sales presentations, etc.)
- Event presentation (PDF of Slide Deck) available online postevent for viewing and downloading

The entire event will be created (with the assistance of the sponsor), managed, and executed by ITI. Our production personnel will assist all participants.

Cost: Call for pricing

Contact us to discuss your infotoday.com event:
David Panara • Advertising Sales Manager
(609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
MORE OFFERS AND OPPORTUNITIES
Commercial Reprints 2014

Reprints Price List

<table>
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<tr>
<th>QUANTITY</th>
<th>8½&quot;x11&quot;</th>
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<th>11&quot;x25½&quot; (TRIFOLD)</th>
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<tbody>
<tr>
<td></td>
<td>1 SIDE</td>
<td>2 SIDES</td>
<td>2 SIDES</td>
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<tr>
<td>500</td>
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<tr>
<td>Black-&amp;-White Color</td>
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<td>$700</td>
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<tr>
<td></td>
<td>$800</td>
<td>$900</td>
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<tr>
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<tr>
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<td></td>
<td>$1,100</td>
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<tr>
<td>Black-&amp;-White Color</td>
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<td>$800</td>
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<tr>
<td></td>
<td>$1,200</td>
<td>$1,300</td>
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<td>2,500</td>
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<tr>
<td>Black-&amp;-White Color</td>
<td>$700</td>
<td>$900</td>
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<td>$1,400</td>
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<td></td>
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<tr>
<td></td>
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<td>$3,000</td>
<td>$4,400</td>
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</table>

Information Today, Inc. REPRINTS

Information Today, Inc. reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company’s exposure by reprinting your feature story, profile, new product release, and more.

Reprints are still the most economical and effective way to dazzle your customers with independent, objective evidence of your product’s or solution’s success.

Order reprints of favorable reviews, complimentary case studies, or in-depth background pieces that have been published in our independent press.

Article reprints are available for all Information Today, Inc. publications.

PDF Files
› $550 per page

Paper
› 80 lb. White Gloss Stock

Shipping and Handling
› Please note: Shipping and handling costs are not included in the prices. Reprints will be shipped UPS Ground unless otherwise requested.

Contact
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MORE OFFERS AND OPPORTUNITIES
Mail List Rental Rates 2014

**Periodicals**

<table>
<thead>
<tr>
<th>Periodical</th>
<th>Names</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Today, Inc. Catalog List</td>
<td>9,000</td>
<td>$130/M</td>
</tr>
<tr>
<td>(minimum order 3,000)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Information Today Subscribers</td>
<td>1,600</td>
<td>$640 Flat</td>
</tr>
<tr>
<td>The Newspaper for Users and Producers of Digital Information Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computers in Libraries Subscribers</td>
<td>3,000</td>
<td>$695 Flat</td>
</tr>
<tr>
<td>Provides Complete Coverage of Library Information Technology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Searcher Subscribers</td>
<td>3,000</td>
<td>$695 Flat</td>
</tr>
<tr>
<td>The Go-To Pub Tailored to the Library and Info Pro Communities</td>
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<td></td>
</tr>
<tr>
<td>MLS: Marketing Library Services Subscribers</td>
<td>550</td>
<td>$150 Flat</td>
</tr>
<tr>
<td>The “How-To” Marketing Newsletter Written Specifically for Librarians</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Information Advisor’s Guide to Internet Research Subscribers</td>
<td>700</td>
<td>$250 Flat</td>
</tr>
<tr>
<td>The Newsletter for Internet Research</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Augment your ads and sponsorships with direct mailings to our customer lists.**

List rentals are for one-time use only and are available on pressure-sensitive, four-across Cheshire labels, on disc, or via email in ASCII comma-delimited format ($35 surcharge).

**Contact**

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**Other periodical mail lists available for rental:**

- KMWorld Subscribers—For pricing and counts, contact Judie Webster at (207) 236-8524 ext. 325.
- CRM Subscribers—For pricing and counts, contact ALC at (800) 252-5478.
- EContent Subscribers—For pricing and counts, contact ALC at (800) 252-5478.
- Internet@Schools Subscribers—For pricing and counts, contact Worldata at (800) 331-8102.
- Streaming Media Magazine Subscribers—For pricing and counts, contact Worldata at (800) 331-8102.

**NOTE:** The list rental name availability shown above for Information Today, Computers in Libraries, and Online Searcher does not necessarily match the actual circulation figures for these publications. The actual circulation figures for these publications are typically higher than those that are available for rent. Names available for rent are approximate and subject to change. Ask your sales representative for the most current counts.
MORE OFFERS AND OPPORTUNITIES
Mail List Rental Rates 2014

### Conference Attendee Lists

<table>
<thead>
<tr>
<th>Event</th>
<th>Names</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers in Libraries 2013 Attendees</td>
<td>2,000</td>
<td>$395 Flat</td>
</tr>
<tr>
<td>Internet Librarian 2013 Attendees</td>
<td>1,000</td>
<td>$255 Flat</td>
</tr>
<tr>
<td>KMWorld 2013 Attendees</td>
<td>1,000</td>
<td>$400 Flat</td>
</tr>
<tr>
<td>WebSearch University 2013 Attendees</td>
<td>250</td>
<td>$150 Flat</td>
</tr>
</tbody>
</table>

*NOTE: List prices and counts subject to change. Check with your ITI sales representative for the most up-to-date information.*

### Directory Lists

- **American Library Directory**™—Continuously updated list of North American libraries, librarians, consortia, etc. For pricing and counts, contact DM2 lists at (800) 323-4958.
- **American Book Trade Directory**™—Continuously updated list of North American bookstores, book distributors, etc. For pricing and counts, contact DM2 lists at (800) 323-4958.
- **Literary Market Place**™—Continuously updated list of book publishers and book publishing industry suppliers. For pricing and counts, contact DM2 lists at (800) 323-4958.

*Normal shipping: 10 days after receipt  
Special shipping: 5 days after receipt (Note: A 5% surcharge will be added)*

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