THE SOURCE FOR LIBRARY AND INFORMATION PROFESSIONALS

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2014 MEDIA KIT

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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 ’15, Internet Librarian, and Internet Librarian International.

Information Today
The Newspaper for Users and Producers of Digital Information Services
Donovan Griffin, 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 weekly email newsletter from the ITI news bureau team, edited by Brandi Scardilli. Join more than 10,000 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, warning 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 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 Director
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com
REACH THE LIBRARIANS & INFO PROS READY TO BUY YOUR PRODUCTS AND SERVICES

Connect with public, academic, special (corporate, government, legal, medical, and associations), and STM librarians and information professionals who buy or influence the purchase decisions for print and digital resources, including databases, e-journal and e-book collections, information platforms, discovery systems, and anything else technology related.

Reach the paid subscribers of ITI’s popular library- and info pro-focused periodicals and directories, as well as our library conference attendees, enewsletter subscribers, and visitors to our website, www.infotoday.com.

Maximize your company’s technologies that are helping to drive today’s market. Use this impressive reach to improve corporate visibility, generate leads, brand new or existing products, retain customers, grow revenues, and increase market share.

Maintain your presence and position in the library market with a smart mix of programs:

› A targeted program in Computers in Libraries, Information Today, and Online Searcher publications. These pubs reach more than 17,000 librarians and thousands of pass-along readers who pay to receive our objective insights.

› Online programs including enewsletter sponsorships, digital advertising, live streaming webcasts, and more

› White papers and sponsored content in our magazines

› Exhibiting and sponsorships at ITI library conferences such as Computers in Libraries and Internet Librarian

› Reprints and PDFs, directory and showcase listings, mail list rentals, and more

Contact:
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dpanara@infotoday.com

Combined Reach (%)

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
Rate Card and Specs

Prices quoted as four-color rates.

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</tbody>
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Magazine trim size: 9 1/2"w x 11 3/4"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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Advertising Regulations

» A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.

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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.

Cancellations

» Cancellations must be made in writing 30 business days prior to material deadlines.

Cover and premium positions are noncancelable.

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.

Closing Dates:

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<td>October</td>
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<td>November</td>
<td>9/21/15</td>
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<td>December</td>
<td>10/21/15</td>
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For more information on advertising in Information Today, contact:

David Panara • Advertising Sales Director • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
# INFORMATION TODAY EDITORIAL CALENDAR 2015

*The Newspaper for Users and Producers of Digital Information Services*

<table>
<thead>
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<th>Month</th>
<th>Topics</th>
<th>Bonus conference distribution</th>
<th>Notes</th>
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<td>May</td>
<td>Information governance</td>
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<td>Copyright reform</td>
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<td>June</td>
<td>Internet of Things</td>
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<td>Big Data</td>
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<td>Jul/Aug</td>
<td>Digital privacy</td>
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<td></td>
<td>Library streaming video</td>
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<td></td>
<td><strong>Bonus conference distribution:</strong> American Association of Law Libraries (AALL)</td>
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<td>September</td>
<td>Information literacy</td>
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<td>October</td>
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<td>Disaster preparedness</td>
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<td><strong>Bonus conference distribution:</strong> Internet Librarian International, Internet Librarian, Charleston Conference on Collection Development</td>
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<td>November</td>
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<td>Data science</td>
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<td>December</td>
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<td></td>
<td>Library fiscal state</td>
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**Editorial content focuses on vertical markets:**
- News
- Legal information
- Scientific-technical-medical
- Financial
- Biomedical
- Social sciences
- ILS
- Library platforms

**In every issue:**
- Book reviews
- Product news
- Industry notables
- Conference reports
- International industry/law coverage
- Conference list (domestic/international)
- Legal issues
- Search review

**Contact** David Panara • Advertising Sales Director • (609) 654-6266 ext. 146 • (609) 257-0112 • fax dpanara@infotoday.com
COMPUTERS IN LIBRARIES 2015

RATE CARD AND SPECS

Prices quoted as four-color rates.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
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<td>$5,580</td>
<td>$5,380</td>
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Bleeds*—add 1/4 inch to trim size all around for bleed
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Cancellations

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COMPUTERS IN LIBRARIES EDITORIAL

Libraries of the Future, Here and Now

Jan/Feb

Collaboration & Community
› Migrating to a new ILS
› Choosing and using a discovery system
› Vendor-library partnerships
› Conference preview: Computers in Libraries '15
› Bonus conference distribution: American Library Association Midwinter (ALa)

March

Libraries & the User Experience
› What libraries are buying this year
› Comparing library platforms
› Ebook acquisition models
› Bonus conference distribution: Computers in Libraries (CIL), American College of Research Libraries (ACRL)

April

From Collections to Curations
› Evaluating digital collections
› Comparing econtent acquisition models
› Linking digital records to digital assets
› Bonus conference distribution: Association of Independent Information Professionals (AIIP), American Society for Indexing (ASI)

May

Data for Discovery
› Vendor usage stats and web analytics
› Data mining in commercial collections
› Repositories for research data
› Bonus conference distribution: Book Expo America (BEA)

June

Privacy & Security
› Devices and suppliers you can trust
› Viable cloud-based alternatives
› Using patrons’ data to serve them better
› Bonus conference distribution: Special Libraries Association (SLA), American Library Association Annual (ALA)

July/Aug

Hacks, Knacks, & Stats
› Specifying library systems
› How to select the right econtent
› Exploiting APIs, deploying Apps

September

Libraries & the Knowledge Ecology
› LibTech tools for research teams
› Public/school library partnerships
› Digital platforms for R&D and ROI
› Conference preview: Internet Librarian ’15 and Library Leaders Digital Strategy Summit
› Bonus conference distribution: WebSearch University

October

Integrated Library Services
› Managing print and electronic collections
› Workflow solutions for analysts and researchers
› Joint initiatives with agencies, archives, museums …
› Bonus conference distribution: Internet Librarian International, Internet Librarian, Charleston Conference on Collection Development

November

The Serendipity Effect
› Search and discovery within library systems
› Relevance and recommendation engines
› Helping users find without having to look
› Bonus conference distribution: KMWorld, Enterprise Search and Discovery, Taxonomy Boot Camp, SharePoint Symposium, American Association of School Librarians (AASL)

December

Initiatives & Innovations
› State-of-the-art system deployments
› Leveraging popular platforms and tools
› Tech trends and library futures

Editorial content focuses on vertical markets:
› Public libraries
› Academic libraries
› Research & special libraries
› Government libraries
› Archives & museums

In every issue:
› Library Platforms and ILS Systems
› Ebooks, e-resources, and ecollections
› Digital e-resources, web tools, and mobile solutions.

Contact
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ONLINE SEARCHER 2015

RATE CARD AND SPECS

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

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ONLINE SEACHER EDITORIAL  CALENDAR 2015

Information Discovery, Technology, Strategies

Jan/Feb
› Social enterprise and info pros
› Measuring impact
› Digital humanities
› **Bonus conference distribution:** American Library Association Midwinter (ALA)

Mar/Apr
› Digitization initiatives
› Middle East
› Engineering
› **Bonus conference distribution:** Computers in Libraries (CIL), Association of Independent Information Professionals (AIIP), American Society for Indexing (ASI), American College of Research Libraries (ACRL)

May/Jun
› Library apps
› Data mining
› Intellectual property
› **Bonus conference distribution:** Data Summit, Special Libraries Association (SLA), American Library Association Annual (ALA), Book Expo America (BEA)

Jul/Aug
› Open source
› Electronic theses
› Financial literacy
› **Bonus conference distribution:** American Association of Law Libraries (AALL)

Sep/Oct
› Global access
› Training tactics
› Hacking search
› **Bonus conference distribution:** WebSearch University, Internet Librarian International, Internet Librarian, Enterprise Search & Discovery, KMWorld, Charleston Conference on Collection Development

Nov/Dec
› Future of search
› News alerting services
› History research
› **Bonus conference distribution:** American Association of School Librarians (AASL)

Editorial content focuses on subjects of topical interest to librarians and other information professionals:
› Science & Technology
› Business & Finance
› Medical & Pharmaceutical
› Social Sciences & Humanities
› News & Current Awareness
› Legal, Tax, Regulatory, & Intellectual Property
› Competitive Intelligence

In every issue:
› Information literacy
› Internet technologies
› Ebooks; e-resources
› Business research
› Conference coverage
› Information industry news
› Library website design
› Book reviews

Contact  David Panara • Advertising Sales Director • (609) 654-6266 ext. 146 • (609) 257-0112 • fax dpanara@infotoday.com
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 - 12/12/2014
  › Mar - 2/11/2015
  › Apr - 3/12/2015
  › May - 4/14/2015
  › Jun - 5/13/2015
  › Jul/Aug - 6/12/2015
  › Sep - 8/12/2015
  › Oct - 9/14/2015
  › Nov - 10/13/2015
  › Dec - 11/12/2015

Computers in Libraries
› Trim Size 8 3/8"w x 11"h (212.725mm x 279.4mm)
  › Jan/Feb - 12/9/2014
  › Mar - 2/6/2015
  › Apr - 3/9/2015
  › May - 4/9/2015
  › Jun - 5/7/2015
  › Jul/Aug - 6/9/2015
  › Sep - 8/7/2015
  › Oct - 9/9/2015
  › Nov - 10/8/2015
  › Dec - 11/9/2015

Online Searcher
› Trim Size 8 1/2"w x 11"h (215.9mm x 279.4mm)
  › Jan/Feb - 12/2/14
  › Mar/Apr - 2/4/2015
  › May/Jun - 4/7/2015
  › Jul/Aug - 6/5/2015
  › Sep/Oct - 8/5/2015
  › Nov/Dec - 10/6/2015

Internet@Schools
› Trim Size 8 1/4"w x 10 7/8"h (209.55mm x 276.23mm)
  › Jan/Feb - 12/10/2014
  › Mar/Apr - 2/9/2015
  › May/Jun - 4/10/2015
  › Sept/Oct - 8/10/2015
  › Nov/Dec - 10/9/2015

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 adssubmit@infotoday.com
(revised 12/16/14)
TARGET YOUR WHITE PAPER, CASE STUDY, AND SPONSORED CONTENT

Place your organization’s story in front of all our library readers with a special promotional package!

Publish your white papers, case studies, sponsored content, testimonials, new product announcements, or reviews in any of our publications.

› One-page, two-page spread, or multiple pages

› A call-out on the front cover with an invitation to review your special content inside

› An option to post a link to your special content on our website, www.infotoday.com, giving you exposure to 50,000-plus searches monthly

If you’ve got the message, we’ve got the library and information professionals!

ITI’s readers are interested to learn how other librarians and info pros have overcome diverse matters in their libraries and organizations. Extend the reach of your special content by placing it in front of our readers who are searching for practical and workable solutions to their unique problems and issues. Our portfolio of publications is the perfect vehicle to deliver your special content to public, academic, and special librarians, as well as information professionals. We have the market covered from top to bottom.

Also consider providing your senior management team with an outlet to deliver their story to our diverse readership.

Please request details and pricing for your custom-content feature program.

For more information, contact:

David Panara • Advertising 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 8,800-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

Subscribers to the NewsLink enewsletter receive:

- NewsBreaks—keeping readers in tune and up-to-date on the latest industry news and events
- Weekly News Digests—featuring product launches, new services, and other industry happenings
- NewsLink Spotlight—providing commentary on current industry trends

On the first of every month, subscribers receive a full-length issue including:

- NewsLink Spotlight
- Weekly News Digests
- NewsBreaks
- This Month @InfoToday.com—providing readers with links to articles from the latest editions of ITI publications

ITI NEWSLINK

RATES 2015

- 1x $695
- 6x $595
- 12x $545

Additional opportunity

ITI Bulletin—dedicated email

In addition to our sponsorships, we are offering you exclusive, stand-alone email offers to our 8,000-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.

For more information, contact David Panara • Advertising Sales Director • (609) 654-6266 ext. 146 • fax (609) 257-0112 • dpanara@infotoday.com
ONLINE ADVERTISING OPPORTUNITIES

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, and 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 RATES 2015

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<tr>
<th>DESCRIPTION</th>
<th>AD SIZE (PIXELS)</th>
<th>MAX FILE SIZE</th>
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<th>MINIMUM IMPRESSIONS</th>
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<td>Bottom</td>
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<td>$750 month</td>
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File formats: JPG, GIF, PNG, or Flash (SWF) files are acceptable.

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

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

Information Today, Inc. 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 Director
(609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com
# Reprints Price List

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**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**

David Panara • Advertising Sales Director
(609) 654-6266 ext. 146 • (609) 257-0112 fax
dpanara@infotoday.com
MAIL LIST RENTALS 2015

Augment your advertising and sponsorships with direct mailings to our customer lists. List rentals are for a one-time use only. They are available via email in an Excel file.

ITI Periodical Subscribers
- Information Today newspaper
- Computers in Libraries magazine
- Online Searcher magazine
- Marketing Library Services newsletter
- The Information Advisor’s Guide to Internet Research newsletter

ITI Directory Buyers:
- American Library Directory™
- American Book Trade Directory™
- Literary Market Place™

ITI Sponsored Conference Attendees
- Computers in Libraries 2014
- Internet Librarian 2014
- KMWorld 2014
- Web Search University 2014

Contact
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