

DIGITAL CAMPAIGNS 2017

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➤ **ITI NewsLink**

NewsLink is a free email newsletter designed by Information Today, Inc. 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 9,200 subscribers. Each issue contains original content, which is composed of news digests, spotlighted stories, and long-form analysis. 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**

ITI NEWSLINK

RATES 2017

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

➤ **ITI Bulletin—dedicated email**

In addition to our sponsorships, we are offering you exclusive, standalone email offers to our 7,400-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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