

INFOTODAY.COM

ONLINE ADVERTISING OPPORTUNITIES 2017

➤ **infotoday.com— the No. 1 online destination for the information industry**

Our mission is to remain 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*, and *Online Searcher*—as well as professionals who want information on our conferences, webinars, 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.

➤ **Creative Specifications**

- › File size: maximum of 200K
- › Acceptable formats: GIF, Animated GIF, JPG, PNG, and HTML5.
- › We no longer accept Flash (.SWF) creatives.

➤ **HTML5 File Size Specifications**

- › Initial Load (Asset files are immediately loaded when the ad tag is inserted in the page.): 150K
- › Politely Loaded (All of the creative's subsequent assets are loaded once the host webpage has completed loading.): 2MB

➤ **Recommended resources to migrate from Flash/SWF to HTML5**

- › Google Web Designer – you may use this to build creatives in HTML5
<https://www.google.com/webdesigner/>



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

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

➤ **ONLINE ADVERTISING RATES 2016**

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	200k	Top	20,000	\$75 CPM
Banner	468x60	200k	Top	20,000	\$60 CPM
Skyscraper	120x600	200k	Right	20,000	\$75 CPM
Tile	125x125	200k	Left	20,000	\$60 CPM
Box	300x250	200k	Center	35,000	\$75 CPM
	text links	text only	Bottom	1 month/unlimited	\$750 month

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