

**ONLINE
SEARCHER**

18
MEDIA KIT

- VR, AR, and AI
- OPACs, ILSs, and Library Platforms
- Open Source Systems
- Data Repositories
- Managing Electronic Collections
- Discovery Systems
- Remote Hosted Platforms
- Delivering Data Visually
- Collaboration Techniques
- Big Data
- Data Management
- Search Solutions
- Video in Libraries



FROM THE **DIRECTOR OF SALES**

Information Today, Inc. (ITI) was founded in 1980. The company started out hosting a library conference and publishing a newspaper. The organization grew steadily over the years to become the respected information industry leader it is today.

ITI is the go-to publisher and producer of a wide range of print, online, and associated library-driven products—directories, publications, books, newsletters, proprietary research reports, advisory services, buyers' guides, blogs, conferences, and more.

A reliable and trusted partner from the beginning

ITI has stood at the forefront of information gathering and dissemination during robust as well as difficult economic times. Our mission, from the earliest days, has been to serve the evolving information needs of librarians, info pros, publishing and business executives, researchers, consultants, content managers, and others with a thirst for knowledge. With our trusted editorial voices, we bring to the table a core group of engaged and influential information users who rely on us to deliver impartial and actionable advice.

ITI's roots as a company and the markets we serve are deep and will remain that way in the years ahead. As a marketer, we sincerely hope that our products and services continue to open doors that will allow you to maintain an open dialogue with your customers, prospects, and colleagues.

As you look through this media kit, please do so with an eye for the many opportunities described therein and feel free to reach out to me to keep the conversation going.

Wishing you a prosperous 2018.

Lauri Weiss-Rimler

Advertising/Exhibits Sales Director



REACH KEY LIBRARIANS

and other influential professionals ready to recommend, specify, and purchase your products and services.

Information Today, Inc. (ITI) prime audience includes paid subscribers, readers, and users of our respected publications, newsletters, blogs, and databases. They attend and participate in ITI-sponsored conferences and webinars. They buy our books and directories, as well as research services and reports.

They are frontline professionals with the influence and the budgets to purchase everything from databases, ejournals, and ebook collections to subscription systems, information platforms, discovery systems, and more.

They work at public, academic, special (corporate, government, legal, medical, association-affiliated), and STM libraries and schools. They are information professionals, researchers, consultants, publishing executives, web and content managers, acquisition specialists, and business managers.

Let ITI help you attain your marketing objectives and maintain your presence and position in the library market.

Build and sustain brand awareness, generate qualified leads, and grow revenues with these proven marketing programs ...

- › **Print:** Advertise your products and services in *Computers in Libraries*, *Information Today*, and *Online Searcher* magazines. Premium positioning is available. Place a white paper, case study, or advertorial.

- › **Online:** Live streaming webinars, newsletter sponsorships (dedicated and out with the news), and digital advertising (banners, eblasting, and more)
- › **ITI hosted conferences and sponsorships:** Computers in Libraries and Internet Librarian
- › **Corporate article reprints** and PDFs, mail list rentals, and more



- **Please contact Lauri Weiss-Rimler**, Advertising/Exhibits Sales Director, for complete lead-generation, branding, and revenue-building opportunities.

Call **908-219-0088** or email lwrimler@infotoday.com

MIX YOUR MESSAGE

With the publications librarians and info pros love to read

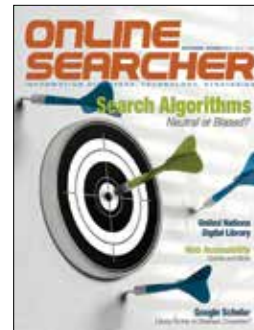


Information Today

The Newspaper for Users and Producers of Digital Information Services

Brandi Scardilli, Editor

Information Today (IT) is published 9 times a year and keeps 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.



Online Searcher

Information Discovery, Technology, Strategies

Marydee Ojala, Editor-in-Chief

Online Searcher is published six times a year. It is the 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 and in subscription databases. It also covers best practices for creating websites, finding open source and open access solutions, and publicizing library resources.



Computers in Libraries

Complete Coverage of Library Information Technology

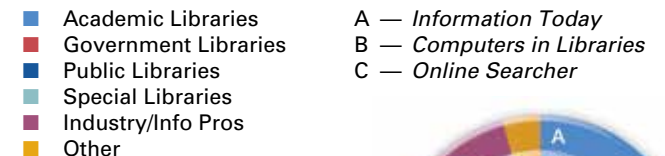
Dick Kaser, Executive Editor

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 '17, Internet Librarian, and Internet Librarian International.

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



RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

Information Today 2018

Prices quoted as four-color rates.

SIZE	DIMENSIONS	1x
Full-Tab Spread	19"w x 11-3/4"d	\$5,380
Full-Tab Page	9-1/2" x 11-3/4"	\$2,690
Half Horizontal	8-1/2" x 5-1/4"	\$2,090



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

*Bleeds are available for Full Page and Full-Page Spread sizes only.

	FULL PAGE
Bleed Size	10"w x 12-1/4"d
Trim Size	9-1/2" x 11-3/4"
Live Copy	9" x 11 1/4"

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/21/17	12/7/17
March	1/24/18	2/7/18
April	2/21/18	3/7/18
May	3/26/18	4/9/18
June	4/25/18	5/9/18
July/August	5/23/18	6/7/18
September	7/25/18	8/8/18
October	8/23/18	9/7/18
Nov/Dec	9/25/18	10/19/18

Computers in Libraries 2018



Prices quoted as four-color rates.

SIZE	DIMENSIONS	1x
Full-Page Spread	15-1/2"w x 10"d	\$5,890
Full Page	7" x 10"	\$2,990
Half Horizontal	7" x 5"	\$2,390

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

*Bleeds are available for Full Page and Full-Page Spread sizes only.

	FULL PAGE
Bleed Size	8-7/8"w x 11-1/2"d
Trim Size	8-3/8" x 11"
Live Copy	7-7/8" x 10-1/2"

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/21/17	12/7/17
March	1/24/18	2/7/18
April	2/21/18	3/7/18
May	3/26/18	4/9/18
June	4/25/18	5/9/18
July/August	5/23/18	6/7/18
September	7/25/18	8/8/18
October	8/23/18	9/7/18
November	9/25/18	10/19/18
December	10/24/18	11/7/18

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

➤ **OnlineSearcher** 2018

Prices quoted as four-color rates.

SIZE	DIMENSIONS	1x
Full-Page Spread	15-5/8"w x 10"d	\$5,780
Full Page	7-1/4" x 10"	\$2,890
Half Horizontal	7" x 4-1/2"	\$2,290

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

*Bleeds are available for Full Page and Full-Page Spread sizes only.

	FULL PAGE
Bleed Size	9"w x 11-1/4"d
Trim Size	8-1/2" x 11"
Live Copy	8" x 10-1/2"

**ONLINE
SEARCHER**

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
Jan/Feb	11/20/17	12/4/17
March/April	1/24/18	2/5/18
May/June	3/26/18	4/5/18
July/August	5/23/18	6/5/18
Sep/Oct	7/26/18	8/7/18
Nov/Dec	9/25/18	10/5/18

Advertising Regulations

- › A 15% commission is paid to recognized agencies.
- › Advertisers using multi-buy 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.

Premium for Covers

- › \$550

Special Positions

- › A 20% premium.

For more information, contact:

Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

INFORMATION TODAY EDITORIAL TOPICS 2018

➔ Each issue of *Information Today* provides lead stories that analyze current events affecting info pros. Contact editor Brandi Scardilli (bscardilli@infotoday.com) to propose a news story. Recent featured topics have included the following:

➔ **Copyright:**

- › Copyright Alternative in Small-Claims Enforcement (CASE) Act
- › Copyright Clearance Center
- › iCopyright
- › Public Domain Issues
- › U.S. Copyright Office

➔ **Digital and the Web:**

- › Cybersecurity/cyberwarfare
- › Digital Curation and Preservation
- › Internet of Things (IoT)
- › Semantic Web
- › Streaming Video/YouTube

➔ **Education:**

- › American Writers Museum
- › iSchools
- › Open Educational Resources (OERs)
- › STEM Education for Girls

➔ **Government and the Law:**

- › Authors Guild v. Google
- › Brexit
- › Constitutional Law Resources
- › Federal Privacy Council
- › Federal Websites and Data
- › LibGuides on the President
- › Library of Congress
- › Researching Administrative Law
- › Trans-Pacific Partnership

➔ **Library Resources:**

- › Budgets and Funding
- › Charitable Giving
- › Customer Service
- › Ebooks in Libraries
- › Knight News Challenge

- › Libraries = Education Strategy
- › OCLC's 50th Anniversary
- › Radical Librarianship
- › Virtual Reality/Makerspaces/Library Tech

➔ **Organizations and Advocacy Groups:**

- › ALIA (Australian Library and Information Association)
- › American Library Association (ALA)
- › Association for Information Science and Technology (ASIS&T)
- › IMLS (Institute of Museum and Library Services)
- › National Federation of Advanced Information Services (NFAIS)
- › NISO (National Information Standards Organization)
- › Open Library Foundation

➔ **Scholarly and Trade Publishing:**

- › Book Collecting
- › Elsevier/SSRN/Sci-Hub
- › Humanities Commons
- › Libraries as Publishers
- › Mergers and Acquisitions
- › Open Access

* In addition to ITI-hosted conferences such as Computers in Libraries and Internet Librarian, our library publications are distributed at other notable industry events such as ALA, SLA, AIIP, PLA, AALL, ACRL, and others. Ask your sales representative for a current list.

➔ **In Every Issue:**

- › Book Review
- › Product News and NewsBytes
- › Conference Report
- › Upcoming Conferences (domestic/international)
- › International News
- › Legal Issues
- › Database Review
- › Interviews and Commentary
(from librarians and industry experts)

Contact **Lauri Weiss-Rimler** • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

COMPUTERS IN LIBRARIES EDITORIAL CALENDAR 2018



➤ Libraries United By Technology

- | | | | |
|------------------|---|-----------------|---|
| Jan/Feb | Emerging Technology <ul style="list-style-type: none">› Enhanced Library Services› VR, AR, and AI Experiences› Digital Strategies for Community Engagement› Conference preview: Computers in Libraries '18 | October | Discovery, Navigation & the User Experience <ul style="list-style-type: none">› Evaluating Discovery Services› UX Testing for Library Websites› Using APIs to Expand Functionality› Bonus conference distribution: Internet Librarian and Internet Librarian International |
| March | Upgrading Library Systems <ul style="list-style-type: none">› Evaluating OPACs, ILSs, and Library Platforms› Exploring Open Source Systems› Migrating to a New System› ITI Bonus conference distribution: Computers in Libraries '18 | November | Library & Publisher <ul style="list-style-type: none">› Supporting Scholarly Publishing› Supporting Patron Self-Publishing› Using Content to Market Library Services› Bonus conference distribution: KMWorld, Enterprise Search and Discovery, Taxonomy Boot Camp, and Text Analytics Forum* |
| April | Re-Evaluating Your ILS <ul style="list-style-type: none">› Changing to a New ILS› Evaluating ILS Vendors› Building Digital Repositories› ITI Bonus conference distribution: Computers in Libraries '18 | December | Cloud Computing <ul style="list-style-type: none">› Remote-Hosted Platforms› Web-Hosted Solutions› The ROI of Moving IT Off Site |
| May | Digital Asset Management <ul style="list-style-type: none">› Managing Print Plus Electronic Collections› Tracking the Library's Own Digital Assets› Enhancing the User Experience | | |
| June | Library Cybersecurity & Digital Disaster Planning <ul style="list-style-type: none">› Keeping Patrons Safe From Cyber Criminals› Keeping Library Systems Safe› Planning for Power Disruption or Hacker Invasion | | |
| Jul/Aug | Media Madness <ul style="list-style-type: none">› Projects Involving Streaming Media, Audio Books, Ebooks, and Other Media› Helping Patrons Make Their Own Media› Media Literacy | | |
| September | Digitization & Digital Preservation <ul style="list-style-type: none">› Digitizing Special Collections› Developing User Interfaces for Digital Archives› Migrating & Maintaining Digital Collections› ITI Conference preview: Internet Librarian '18 | | |

➤ 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 Resources, Web Tools, and Mobile Solutions

* In addition to ITI-hosted conferences, our library publications are distributed at other notable industry events such as ALA, SLA, AIIP, PLA, AALL, ACRL, and others. Ask your sales representative for a current list.

ONLINE SEARCHER EDITORIAL CALENDAR 2018 **ONLINE SEARCHER**

➤ Information Discovery, Technology, Strategies

- Jan/Feb**
- › Delivering Data Visually
 - › Regulatory Information
 - › User Experience
 - › **ITI Bonus conference distribution:** Computers in Libraries '18*
- Mar/Apr**
- › Collaboration Techniques
 - › Big Data
 - › Evaluation Skills
 - › **ITI Bonus conference distribution:** Computers in Libraries '18*
- May/June**
- › Reality Goes Artificial and Virtual
 - › Assessment Matters
 - › Research Data Management
 - › **Bonus conference distribution:** Data Summit*
- Jul/Aug**
- › Information Management
 - › Middle East
 - › Video in Libraries
- Sep/Oct**
- › Seeking Search Solutions
 - › Minority Report
 - › Deciphering Discovery Systems
 - › **ITI Bonus conference distribution:** Internet Librarian and Internet Librarian International
- Nov/Dec**
- › Future Vision
 - › Net Advantage
 - › Driving Search
 - › **Bonus Conference Distribution:** KMWorld, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum*

* In addition to ITI-hosted conferences, our library publications are distributed at other notable industry events such as ALA, SLA, AIPP, PLA, AALL, ACRL, and others. Ask your sales representative for a current list.

- **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
 - › User Experience

- **In every issue:**
- › Online Search Technologies
 - › Information Literacy
 - › Website Design
 - › Open Access
 - › Internet Express
 - › Conference Coverage
 - › Information Industry News

Contact Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

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, 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 in learning 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:

Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@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 – 12/7/2017
- Mar – 2/7/2018
- Apr – 3/7/2018
- May – 4/9/2018
- Jun – 5/9/2018
- Jul/Aug – 6/7/2018
- Sep – 8/8/2018
- Oct – 9/7/2018
- Nov/Dec – 10/9/2018

Computers in Libraries

➤ Trim Size 8-3/8"w x 11"h (212.725mm x 279.4mm)

- Jan/Feb – 12/7/2017
- Mar – 2/7/2018
- Apr – 3/7/2018
- May – 4/9/2018
- Jun – 5/9/2018
- Jul/Aug – 6/7/2018
- Sep – 8/8/2018
- Oct – 9/7/2018
- Nov – 10/9/2018
- Dec – 11/7/2018

Online Searcher

➤ Trim Size 8-1/2"w x 11"h (215.9mm x 279.4mm)

- Jan/Feb – 12/4/17
- Mar/Apr – 2/5/2018
- May/Jun – 4/5/2018
- Jul/Aug – 6/5/2018
- Sep/Oct – 8/7/2018
- Nov/Dec – 10/5/2018

➤ Multiple Insertions

➤ Use one ad for 3 Pubs - *Information Today, Computers In Libraries, and Online Searcher*

- Trim Size: 8-1/2"x11" (216mm x 279mm)
- For Bleed: Add 1/4" on all sides - 8-3/4" x 11-1/4" (220mm x 283mm)

➤ Ad production requirements

www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date.

➤ 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:

- Using your web browser, log onto <http://files.infotoday.com>.
- Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

For questions contact
Ad Trafficking Coordinator jcrowford@infotoday.com

DIGITAL CAMPAIGNS 2018

Sponsor our email newsletters

➤ **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 nearly 10,000 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 newsletter, 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 2018

- › 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.



For more information, contact: Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

INFOTODAY.COM ONLINE ADVERTISING OPPORTUNITIES 2018

➤ **infoday.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:**
Lauri Weiss-Rimler • Advertising/Exhibits
 Sales Director • (908) 219-0088
lwrimler@infoday.com

➤ **ONLINE ADVERTISING RATES 2018**

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.

INFORMATION TODAY, INC. LIVE STREAMING WEBINAR

➤ **Information Today, Inc. 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 newsletter, *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
- 200 lead guarantee
- 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:**

Lauri Weiss-Rimler • Advertising/Exhibits Sales Director
(908) 219-0088 • lwrimler@infotoday.com

REPRINTS AND PDFs 2018

➤ Reprints Price List

QUANTITY		8-1/2"x11"		11"x17" (BIFOLD)	11"x25-1/2" (TRIFOLD)
		1 SIDE	2 SIDES	2 SIDES	2 SIDES
500	Black-&-White	\$400	\$500	\$700	\$1,100
	Color	\$800	\$900	\$1,300	\$1,700
1,000	Black-&-White	\$500	\$600	\$800	\$1,300
	Color	\$1,100	\$1,200	\$1,500	\$2,100
2,000	Black-&-White	\$600	\$800	\$1,000	\$1,400
	Color	\$1,200	\$1,300	\$1,900	\$2,500
2,500	Black-&-White	\$700	\$900	\$1,200	\$1,700
	Color	\$1,400	\$1,500	\$2,000	\$2,600
3,000	Black-&-White	\$800	\$1,000	\$1,300	\$1,900
	Color	\$1,500	\$1,600	\$2,200	\$2,900
5,000	Black-&-White	\$1,000	\$1,200	\$1,800	\$2,200
	Color	\$1,600	\$1,800	\$2,400	\$3,000
10,000	Black-&-White	\$1,200	\$1,400	\$2,100	\$3,200
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