

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

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:**

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