Information Today

The Newspaper for Users and Producers of Digital Information Services | infotoday.com

COMPUTERS .in LIBRARIES

ONLINE SEARCHER

'19 MEDIA KIT

These are the tools you need to effectively market your library products and services.

Reach your best customers and prospects, cultivate new business partners, build brand and product awareness, and sell more goods and services.

· Print
· Online
· White Paper Sponsorships
· Live Streaming Webcasts
· Enewsletters
· Library Conferences

WWW.INFOTODAY.COM

FROM THE **DIRECTOR OF SALES**

I'm pleased to present you with our 2019 Library Media Kit. Inside you will find a broad array of print and online marketing tools all designed to help you and your organization reach your best customers and prospects, cultivate new business partners, build brand and product awareness, and move more goods and services.

When it comes to libraries and the communities they serve, we've got you covered.

Our publications, *Computers in Libraries*, *Information Today*, and *Online Searcher,* offer you the easiest and possibly the very best opportunity to connect with public, academic, special, and government librarians, information professionals, online researchers, industry consultants, content managers, and business and publishing executives.

When it comes to the tools you need to deliver your message, you can't do better.

We offer print and online advertising in our publications and on our websites, white paper sponsorships, live streaming webcasts, specialized business and library-driven enewsletters, and the opportunity to display your products and discuss your services in front of our library conference attendees throughout the year.

The products, technologies, and services we cover are virtually endless and the ones your customers and prospects specify, budget for, and purchase on a regular basis.

Here are just a few of the products, technologies, and services we've covered in *Computers in Libraries*, *Information Today*, and *Online Searcher*:

- 3D printers
- authentication solutions
- automation systems
- cloud-based IT and information storage systems
- digital collections
- digital storage equipment
- discovery systems
- document delivery systems
- document imaging systems
- ebooks
- handheld and mobile systems
- library automation systems
- makerspace equipment
- OPAC systems
- podcasting equipment
- streaming media
- web-scale management systems

As you look through this media kit, please do so with an eye for the many marketing opportunities available to you and feel free to contact me and move the conversation forward.

All the best for a prosperous and rewarding 2019.

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)'s prime audience includes paid subscribers, readers, and users of our respected publications, enewsletters, 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, enewsletter 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
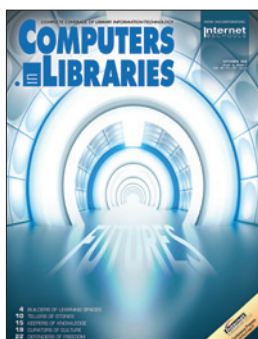
Information Today

The Newspaper for Users and Producers of Digital Information Services

Brandi Scardilli, Editor

Information Today (*IT*) is published nine 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.

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, special, and school 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 '19, Internet Librarian, and Internet Librarian International.
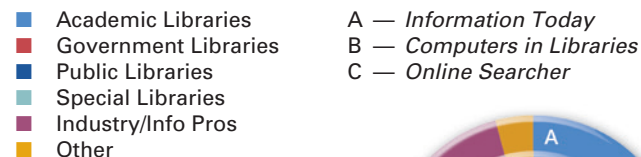
Online Searcher

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.

Combined Reach (%)

- ■ Academic Libraries
- ■ Government Libraries
- ■ Public Libraries
- ■ Special Libraries
- ■ Industry/Info Pros
- ■ Other

A — *Information Today*
B — *Computers in Libraries*
C — *Online Searcher*

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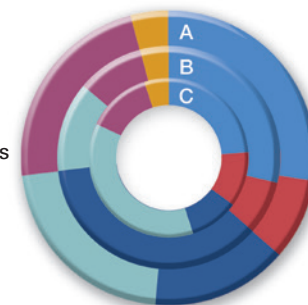
RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

➲ *Information Today* 2019

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	11/19/18	12/11/18
March	1/21/19	2/12/19
April	2/18/19	3/12/19
May	3/20/19	4/11/19
June	4/18/19	5/13/19
July/August	5/20/19	6/11/19
September	7/22/19	8/13/19
October	8/20/19	9/11/19
Nov/Dec	9/19/19	10/11/19

➲ *Computers in Libraries* 2019

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	11/20/18	12/7/18
March	1/23/19	2/6/19
April	2/21/19	3/7/19
May	3/26/19	4/9/19
June	4/23/19	5/8/19
July/August	5/24/19	6/7/19
September	7/24/19	8/7/19
October	8/23/19	9/9/19
November	9/25/19	10/9/19
December	10/23/19	11/6/19

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

➔ *OnlineSearcher* 2019

ONLINE SEARCHER

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"

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
Jan/Feb	11/12/18	11/27/18
March/April	1/23/19	2/4/19
May/June	3/26/19	4/5/19
July/August	5/24/19	6/5/19
Sep/Oct	7/25/19	8/6/19
Nov/Dec	9/25/19	10/7/19

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.

Premium for Covers
› $550

Special Positions
› A 20% premium.

Cancellations
› Cancellations must be made in writing 30 business days prior to material deadlines. **Cover and premium positions are noncancelable.**

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

INFORMATION TODAY EDITORIAL TOPICS 2019

Information Today
The Newspaper for Users and Producers of Digital Information Services • infotoday.com

➜ 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:**
- ❯ Creative Commons Licenses
- ❯ Copyright Clearance Center
- ❯ Linking to Photos Via Social Media

➜ **Digital and the Web:**
- ❯ Repositories of Specialized Information
- ❯ Digital Preservation
- ❯ Access to Research and Data
- ❯ Cybersecurity
- ❯ Social Media
- ❯ Privacy
- ❯ Misinformation

➜ **Education:**
- ❯ Digital Literacy
- ❯ STEAM Learning in Libraries
- ❯ Open Educational Resources (OERs)
- ❯ Data Science Courses
- ❯ iSchools

➜ **Government and the Law:**
- ❯ Library Funding
- ❯ Presidential Activities
- ❯ Government Data
- ❯ Supreme Court
- ❯ PACER
- ❯ LibGuides on the President
- ❯ Library of Congress
- ❯ European Union's GDPR
- ❯ Campaign Financing

➜ **Library Resources:**
- ❯ Fandom and Popular Culture

- ❯ Climbing the Library Management Ladder
- ❯ Collaboration and Partnerships
- ❯ Comic Book Collection Development
- ❯ Streaming Video
- ❯ Libraries = Education Strategy
- ❯ Patron Relationship Management

➜ **Organizations and Advocacy Groups:**
- ❯ American Library Association (ALA)
- ❯ Special Libraries Association (SLA)
- ❯ International Federation of Library Associations and Institutions (IFLA)
- ❯ Association for Information Science and Technology (ASIS&T)
- ❯ IMLS (Institute of Museum and Library Services)
- ❯ National Federation of Advanced Information Services (NFAIS)
- ❯ Public Library Association (PLA)
- ❯ Pew Research Center

➜ **Scholarly and Trade Publishing:**
- ❯ STM Association
- ❯ Open Access
- ❯ Rise of Audiobooks

Please Note: 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 Lauri Weiss-Rimler for a current list.

➜ **In Every Issue:**
- ❯ Book Review
- ❯ Product News
- ❯ Conference Report
- ❯ International Report
- ❯ Upcoming Conferences (domestic/international)
- ❯ Legal Issues
- ❯ Database Review

COMPUTERS IN LIBRARIES EDITORIAL CALENDAR 2019

COMPUTERS IN LIBRARIES

➜ **Libraries United By Technology**

Jan/Feb — **Emerging Technology**
- › Drones and Robots in Libraries
- › VR, AR, and AI & Machine Learning
- › Internet of Things (IoT)
- › **Conference preview:** Computers in Libraries '19*

March — **Inside IT**
- › Evaluating OPACs, ILSs, and Library Platforms
- › RFID and Self-Check-Out Systems
- › Kiosks, Scanners, and Makerspace Equipment
- › **ITI Bonus conference distribution:** Computers in Libraries '19*

April — **Access & Accessibility**
- › User Authentication
- › Supporting Remote & Mobile Users
- › Building Websites for Accessibility

May — **Open Access, Open Data**
- › Managing Print Plus Electronic Collections
- › Tracking the Library's Own Digital Assets
- › Enhancing the User Experience

June — **Digitization & Discovery**
- › Curation and Digitization of Special Collections
- › Metadata, Linked Data, and Discovery Tools
- › Search

Jul/Aug — **DIY (Do It Yourself) vs. Off-the-Shelf**
- › Projects Involving Existing Systems
- › Using APIs to Deliver Better Services
- › Digital Asset Management

September — **All Things Social**
- › Crowdsourcing and Collaboration
- › Tagging, Ratings, Blogs, and Tweets
- › Revisiting Your Facebook Strategy
- › **ITI Conference preview:** Internet Librarian '19*

October — **Digital Experience**
- › Evaluating Discovery Services
- › Usability Testing, Journey Mapping
- › Assessing User Engagement and User Experience
- › **Bonus conference distribution:** Internet Librarian and Internet Librarian International

November — **Security, Privacy, & Digital Literacy**
- › Cybersecurity Best Practices
- › Teaching Patrons About Risk Management
- › How to Thwart a Cyberattack
- › **Bonus conference distribution:** KMWorld, Enterprise Search and Discovery, Taxonomy Boot Camp, and Text Analytics Forum*

December — **Digital Media**
- › Building Special Collections
- › Curating Streaming Media
- › Producing Digital Media Assets

➜ **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, & Ecollections
- › Digital Resources, Web Tools, & Mobile Solutions

***Please Note:** 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 Lauri Weiss-Rimler for a current list.

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

ONLINE SEARCHER EDITORIAL CALENDAR 2019 **ONLINE SEARCHER**

Information Discovery, Technology, Strategies

Jan/Feb
- Copyright Confusion
- Assessment
- Emerging Technologies
- **ITI Bonus conference distribution:** Computers in Libraries '19*

Mar/Apr
- Government Information
- Getting the GLAM Gig
- Engaging With Your Community
- **ITI Bonus conference distribution:** Computers in Libraries '19*

May/Jun
- Predictive Analytics for Libraries
- Data Management
- Privacy
- **Bonus conference distribution:** Data Summit*

Jul/Aug
- Researching Legally
- Metrics
- Global Searching

Sep/Oct
- Open Educational Resources
- Big Data Encounters
- Instruction Tips & Techniques
- **ITI Bonus conference distribution:** Internet Librarian and Internet Librarian International

Nov/Dec
- Digitization
- Amplifying Online Information
- Standards
- **Bonus Conference Distribution:** KMWorld, Enterprise Search & Discovery, Taxonomy Boot Camp, and Text Analytics Forum*

*Please Note: 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 Lauri Weiss-Rimler 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
- Book Reviews

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 – 11/11/2018	› Jul/Aug – 6/11/2019
› Mar – 2/12/2019	› Sep – 8/13/2019
› Apr – 3/12/2019	› Oct – 9/11/2019
› May – 4/11/2019	› Nov/Dec – 10/11/2019
› Jun – 5/13/2019	

Computers in Libraries
› **Trim Size 8-3/8"w x 11"h (212.725mm x 279.4mm)**

› Jan/Feb – 12/7/2018	› Jul/Aug – 6/7/2019
› Mar – 2/6/2019	› Sep – 8/7/2019
› Apr – 3/7/2019	› Oct – 9/9/2019
› May – 4/9/2019	› Nov – 10/9/2019
› Jun – 5/8/2019	› Dec – 11/6/2019

Online Searcher
› **Trim Size 8-1/2"w x 11"h (215.9mm x 279.4mm)**

› Jan/Feb – 11/27/18	› Jul/Aug – 6/5/2019
› Mar/Apr – 2/4/2019	› Sep/Oct – 8/6/2019
› May/Jun – 4/5/2019	› Nov/Dec – 10/7/2019

➔ Multiple Insertions
› **Use one ad for 3 Pubs -** *Infomation 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 jcrawford@infotoday.com

Sponsored Content: ITI's Library Target Series **Information Today, Inc.**

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

DIGITAL CAMPAIGNS 2019
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 enewsletter, you can make a direct impact on your core audience.

› **Located at the top of the issue, your sponsorship includes:**

  › **468×60 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 2019

➔ 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:

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

➔ Webinars

ITI webinar sponsorships offer your organization a unique opportunity to engage existing customers and prospects in the discussion of new solutions, best practices, and actual case studies.

> **We offer our clients a practical turnkey solution** for the complete organization, management, marketing, and execution of your web event. ITI will provide one of our industry-expert editors to facilitate all aspects of your event.

> **Topics can range anywhere** from information search and discovery, digital content, and ebook evolution to data science, special collections and repositories, analytics, and more. Whatever topics drive your brand and organization. The choice is yours.

> **We deploy all the support tools necessary** to assure that your event is successful including online advertising plus print advertising in our library publications, banner advertising on the ITI website, real-time polling, attendee registration, event archiving, a content staging producer, online rehearsal services, detailed monitoring and reporting and more.

> **Your entire event will be created, managed, and executed** by ITI in partnership with members of your team.

> **All registrants will receive a reminder phone call** and e-blast prior to the event.

> **You get the leads—**Full contact information on all registered attendees will be provided to you at the conclusion of the event for individual follow-up.

> **A file of your event will be provided** upon request for local playback (hosting on your site, trade shows, sales presentations, etc.)

Call or email Lauri Weiss-Rimler for additional details or to request pricing.

➔

Contact us to discuss your infotoday.com event:

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

INFORMATION TODAY, INC. **WHITE PAPERS**

➔ Whitepapers

Build credibility and trust with your core audience utilizing the clarity, influence, and reach of our best practices white paper series. Promote, sell, educate, or highlight the features of a particular solution, product, methodology, or service championed by your organization.

Our best practices series covers a broad range of relevant topics designed to help your customers and prospects better understand or solve a particular business problem or challenge.

You can run a white paper on any topic at any time, or choose to be included in our scheduled whitepaper series.

January/February Editions

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