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:

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➔ 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.