



May 14-16, 2002

New York Hilton & Towers

September 2002

Dear Colleague,

Again this year, Information Today, Inc. will be accepting advertising in **the InfoToday 2003 Conference Proceedings**. There are currently covers and far-forward premium positions available. Space reservations will be accepted on a first-come, first-serve basis. The **base page rate is \$695** and the premium position charges range from \$150 to \$300, depending on the location of your advertisement.

The Proceedings is distributed to each full-conference registrant. Additional copies are available for purchase at the Conference and through the Information Today, Inc. catalogue, so that attendees and those who missed the meeting can have a permanent record of the papers presented at the InfoToday 2003 Conference. These presented papers are **excellent sources of reference**, so the Proceedings will be utilized for a myriad of reasons and purposes, giving your advertising message continuous repeat exposure.

This is an important opportunity to efficiently **maximize your exposure** and penetration among information professionals by placing our message in this indispensable volume of the InfoToday 2003 Conference Proceedings.

All ads will be full-page. Advertising dimensions are 7.25" wide x 10" deep, black/white. Ads should be submitted electronically or on disk. For details, go to www.infoday.com/advert/CTPAdSpecs.pdf. **The advertising material deadline will be March 14. Space reservations should be made at least one week prior to the material deadline.**

Don't delay—space is limited! Call to reserve your premium position now. I look forward to speaking with you soon!

Best regards,

A handwritten signature in black ink that reads "Chuck Fiorello".

Chuck Fiorello
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