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.
FROM THE DIRECTOR OF SALES

Reach Users Who May Be Difficult to Meet Face-to-Face

I’m pleased to present you with our 2021 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 are 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 to move the conversation forward.

All the best for a prosperous and rewarding 2021.

Lauri Weiss-Rimler
Advertising/Exhibits Sales Director
REACH **KEY LIBRARIANS**
and other influential professionals who are 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 and PDF:** 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.
**REACH OUT** TO THE LIBRARY AND INFO PRO MARKET

**MIX YOUR MESSAGE**

With the publications librarians and info pros love to read

---

**Information Today**

The Newsmagazine 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 libraries and info pros, 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.

*EContent* magazine is now part of *Information Today* magazine.

*Information Today* magazine is also available as a PDF (with live links).

---

**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 ’21, Internet Librarian, and Internet Librarian International.

*Computers in Libraries* magazine is also available as a PDF (with live links).

---

**Online Searcher**

Information Discovery, Technology, Strategies

Marydee Ojala, Editor-in-Chief

*Online Searcher*, published bimonthly, is the definitive voice for information professionals engaged with the online search world. Written by info pros for info pros, it provides information and insights on managing online research projects, conducting successful searches, evaluating new technologies, assessing the value of resources, and warning of search pitfalls. It shares search tips and techniques from experts in the field and publishes opinion pieces from well-known thought leaders. *Online Searcher* delivers practical considerations for those searching on the web and in traditional subscription databases. It reviews emerging technologies and themes in the library and information field. Its readers use *Online Searcher* to become informed about their options.

*Online Searcher* magazine is also available as a PDF (with live links).

---

**Combined Reach (%)**

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

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

---

*Information Today* • *Computers in Libraries* • *Online Searcher*
### RATES AND SPECS

#### Information Today 2021

Prices quoted as four-color rates.

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

**Bleed Sizes have included the addition of 1/4 inch to trim size on all sides.**

**If your ad does not bleed please use live area dimensions.**

Note: Important graphic elements and text should stay within the live area.

**Prices quoted as four-color rates.**

#### Computers in Libraries 2021

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Note: Important graphic elements and text should stay within the live area.
**OnlineSearcher 2021**

Prices quoted as four-color rates.

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**Closing Dates**

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<tr>
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<td>March/April</td>
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<td>Sep/Oct</td>
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Bleeds are available for Full Page and Full-Page Spread sizes only.

Bleed Sizes have included the addition of 1/4 inch to trim size on all sides.

If your ad does not bleed please use live area dimensions.

**Ad Materials Due**

Note: Important graphic elements and text should stay within the live area.

**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 on advertising with us, contact:

**Lauri Weiss-Rimler** • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com
PRODUCTION REQUIREMENTS AND SUBMISSION INSTRUCTIONS

Ad production requirements — downloadable PDF.

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
  › page dimensions and bleeds according to pub specs

› We can also accept high-resolution Macintosh format Photoshop TIFF files.
  › Flattened layers
  › CMYK color
  › 300 dpi
  › page dimensions and bleeds according to pub specs

Please Note:
› Files submitted as RGB will be converted to CMYK.
› Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.
› All graphics must be at least 300 dpi resolution.

For proper sizing of your ad, please refer to the publication’s rate card (on page 5&6.)

File submission instructions:
› To upload files via the web:
  › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.

For production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com
609/654-6266, ext. 130

Information Today, Inc.
REACH OUT TO THE LIBRARY AND INFO PRO MARKET
Each issue of *Information Today* provides lead stories that analyze current events and trends affecting info pros. Contact editor Brandi Scardilli (bscardilli@infotoday.com) to propose a news story. Recent featured topics have included the following:

### Copyright:
- History
- Resources

### Digital and the Web:
- Digital Preservation
- Access to Research and Data
- Cybersecurity
- Social Media
- Privacy
- Misinformation/Disinformation

### Education:
- Digital/Media Literacy
- STEAM Learning in Libraries
- Open Educational Resources (OERs)
- Data Science
- iSchools

### Government and the Law:
- Library Funding
- Access to Government Data
- Supreme Court Cases
- Library of Congress Initiatives
- European Union’s GDPR

### Library Resources:
- Popular Culture
- Events and Programming
- Collaboration and Partnerships
- Collection Development
- Disaster Response
- Archives and Databases
- Patron Relationship Management

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

### Scholarly and Trade Publishing:
- Ebooks in Libraries
- Open Access
- Impact and Metrics

### 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 your sales representative for a current list.

### In Every Issue:
- Book Review
- Product News
- Conference Reports
- International News
- Legal Issues
- A Day in the Life (interview series)
- Database Review
- EContent columns including AI Ethicist, Content Clarity, and Faces of Econtent

Contact Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com
Computers in Libraries Editorial Topics 2021

Libtech to the Rescue

Propose your case studies, best practices, and how-to stories on any tech-enabled effort that has helped your library achieve its purpose, vision, mission, or mandate.

Jan/Feb  The New Normal
Things changed in 2020. What libtech challenges did you face? And how did you adjust? What is your new normal? How did your IT infrastructure hold up? What projects did you get around to finally doing? How was your library resilient?

March  Digital Dexterity
How has your library been successful at adopting and adapting technology, reimagining library services, and aligning with community needs? What new platforms, content collections, or services have you deployed?

April  Everything Ed Tech
How are you adjusting to new expectations for learning, distance learning, or remote training? What are you doing to support digital literacy amid a remote workforce? How are you attempting to close the digital divide?

May  Look, Touch, and Feel
What's new and improved with your UX? What's different in your makerspace? How's your self-checkout experience? What systems are powering curbside delivery? What technology has replaced touchpoints?

June  Virtual Realities
What platforms best support your internal operations and outreach activities? How are you doing things better from a distance? What's up with your digital resources? What's been digitized? How are you managing collections?

Jul/Aug  How, Now
How has your library made the most out of nothing? What have you done to meet user needs without breaking the budget? Share your tips, tools, and technology tricks for getting the job done in no time and don't forget about APIs.

September  Fail-Proof and Future-Ready
What is your library doing to help integrate technology with learning initiatives, promote the advancement of digital literacy, build a robust infrastructure, or develop digital collections? How are you protecting patrons' privacy, security, and safety?

October  Back to Business
How are you using your website, apps, or social media to reach users everywhere, anytime? What have you done to improve the user experience online and make sure your digital collections are not only accessible but usable? What are you doing to improve discovery, engage users, and provide support?

November  Metrics & Methods
How are you measuring and reporting your library's performance? What tools do you use to evaluate resources, measure user satisfaction, and control costs? What does your IT survey say? What does your needs assessment reveal?

December  What's Next?
Where does your library see technology headed? What do you need to do to assure your future? Share your strategic vision. Talk about how you realized an important strategic goal for your library, your community, or your patrons.

Editorial content focuses on vertical markets:
› Public Libraries
› Academic Libraries
› Research and Special Libraries
› Government Libraries
› Archives and Museums
› Schools

Routinely in every issue:
› Library Platforms and ILS Systems
› Ebooks, E-Resources, and Ecollections
› Digital Strategies, Web Tools, and Mobile Solutions
› EdTech

*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 your sales representative for a current list.
Information Discovery, Technology, Strategies

Jan/Feb
- Controlled Digital Lending
- Public Records Research

Mar/Apr
- AI Technologies for Library Research
- The Historical Record

May/Jun
- Negotiation Tactics Today
- Evolution of News Research

Jul/Aug
- Scholarly Research
- Text and Data Mining

Sep/Oct
- Platform Designs
- Teaching Search

Nov/Dec
- New Horizons for Online Searchers
- International Research

*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 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
- Open Access
- Legal, Tax, Regulatory, & Intellectual Property
- Competitive Intelligence
- User Experience

In every issue:
- Op-Eds
- Resource Comparisons
- Online Search Technologies
- Information Literacy
- Website Design
- Business Research
- 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
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
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

› Search & Discovery—Solutions and best practices for selecting and implementing discovery systems in libraries

March/April Editions

› Specifying Library Platforms—Best practices for choosing OPACs, integrated library systems and library platforms and advice on how to migrate to a new platform

May/June Editions

› Managing Digital Resources—As academic and public libraries move steadily away from print and toward digital collections, they face new challenges in collection management. Put your solution before them.

July/August Editions

› Ebook Solutions—Public, academic, and research libraries face various choices when providing highly demanded ebooks for loan. What solutions do you recommend?

September/October Editions

› Special Collections & Repositories—Best practices and platforms for digitization, preservation and long-term access for public, academic, and special libraries

November/December Editions

› Analytics—Best practices for evaluating ROI for library platforms, digital content collections, and other library services

Contact us to discuss your infotoday.com event:

Lauri Weiss-Rimler • Advertising/Exhibits Sales Director
(908) 219-0088 • lweissrimler@infotoday.com
**Digital Campaigns 2021**

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:
  - 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 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.

**RATES 2020**

- 1x $695
- 6x $595
- 12x $545

*Bulletins* are sent out on Wednesdays.

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

ONLINE ADVERTISING RATES 2021

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File formats: JPG, GIF, PNG, or HTML5 files are acceptable.
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
REPRINTS AND PDFs 2021

Reprints Price List

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