

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 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 2020

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

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

➤ **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.



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:

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