

DIGITAL CAMPAIGNS 2021

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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.

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ITI NEWSLINK

RATES 2020

- 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.



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