## Information Today 2021

**Sizes and Specifications**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Spread (2 facing pages)</td>
<td>$5,780</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,890</td>
</tr>
<tr>
<td>Half-Page Horizontal</td>
<td>$2,290</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
</tr>
<tr>
<td>Full-Page Spread w/ Bleed</td>
</tr>
<tr>
<td>Full-Page Bleed w/ Bleed</td>
</tr>
<tr>
<td>Live Area for Full Page</td>
</tr>
<tr>
<td>Half-Page</td>
</tr>
</tbody>
</table>

**Closing Dates:**

<table>
<thead>
<tr>
<th>Month</th>
<th>Reservations</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>12/3/20</td>
<td>12/11/20</td>
</tr>
<tr>
<td>March</td>
<td>2/2/21</td>
<td>2/10/21</td>
</tr>
<tr>
<td>April</td>
<td>3/3/21</td>
<td>3/11/21</td>
</tr>
<tr>
<td>May</td>
<td>4/2/21</td>
<td>4/12/21</td>
</tr>
<tr>
<td>June</td>
<td>5/3/21</td>
<td>5/11/21</td>
</tr>
<tr>
<td>July/August</td>
<td>6/3/21</td>
<td>6/11/21</td>
</tr>
<tr>
<td>September</td>
<td>8/3/21</td>
<td>8/11/21</td>
</tr>
<tr>
<td>October</td>
<td>9/2/21</td>
<td>9/13/21</td>
</tr>
<tr>
<td>November/December</td>
<td>10/4/21</td>
<td>10/12/21</td>
</tr>
</tbody>
</table>

**Notes:**

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

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## Computers in Libraries 2021

**Sizes and Specifications**

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</tr>
<tr>
<td>March</td>
<td>2/2/21</td>
<td>2/9/21</td>
</tr>
<tr>
<td>April</td>
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<td>3/9/21</td>
</tr>
<tr>
<td>May</td>
<td>4/1/21</td>
<td>4/8/21</td>
</tr>
<tr>
<td>June</td>
<td>4/30/21</td>
<td>5/7/21</td>
</tr>
<tr>
<td>July/August</td>
<td>6/2/21</td>
<td>6/9/21</td>
</tr>
<tr>
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<td>8/9/21</td>
</tr>
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<td>October</td>
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<td>9/9/21</td>
</tr>
<tr>
<td>November</td>
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## Rates and Specs

**OnlineSearcher 2021**

Prices quoted as four-color rates.

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**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.

**Closing Dates:**

<table>
<thead>
<tr>
<th>Period</th>
<th>Space Reservations</th>
<th>Ad Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>11/20/20</td>
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**Note:** Important graphic elements and text should stay within the live area.

**Dimensions**

- Trim Size: 8 1/2"w x 11"h
- Full-Page Spread w/ Bleed: 17 1/2"w x 11-1/2"h
- Full-Page Bleed w/Bleed: 8-3/4"w x 11-1/4"h
- Live Area for Full Page: 8"w x 10-1/2"h (centered)
- Half-Page: 7"w x 4-1/2"h

**Live Area for Full Page (centered):**

- 8"w x 10-1/2"h

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

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

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**Sizes 1x Insertion**

- Full-Page Spread (2 facing pages): $5,780
- Full Page: $2,890
- Half-Page Horizontal: $2,290

**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