INFORMATION TODAY

The Newsmagazine for Users and Producers of Digital Information Services

COMPUTERS IN LIBRARIES

2023 MEDIA KIT

Print
Online
Enewsletters
Library Conferences
Live-Streaming Webcasts
White Papers
Sponsorships

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.

WWW.INFOTODAY.COM

FROM THE **DIRECTOR OF SALES**
Reach Users Who May Be Difficult to Meet Face-to-Face

I'm pleased to present you with our 2023 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* and *Information Today,* 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* and *Information Today*:

- 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 2023.

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 …

➔ **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**.

› **Print and PDF:** Advertise your products and services in *Computers in Libraries* and *Information Today* 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

MIX YOUR MESSAGE
With the publications librarians and info pros love to read
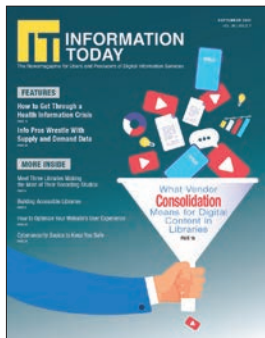
Information Today

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.

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.

CIL now incorporates the long-standing *Online Searcher*, providing increased coverage of search technologies, search engines, search strategies, and more.

Be a part of the *CIL* community by joining us at CIL '23, Internet Librarian, and Internet Librarian International.

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

Combined Reach (%)

- ■ Academic Libraries
- ■ Government Libraries
- ■ Public Libraries
- ■ Special Libraries
- ■ Industry/Info Pros
- ■ Other
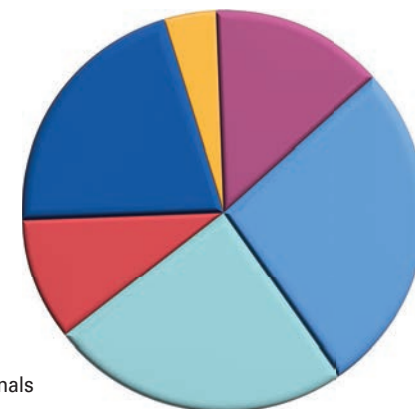
The combined reach of both publications are

> **14%**   Information Professionals
> **27%**   Academic Librarians
> **24%**   Special Librarians
> **10%**   Government Librarians
> **21%**   Public Librarians
> **4%**   Other

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

Information Today 2023

Prices quoted as four-color rates.

INFORMATION TODAY
The Newsmagazine for Users and Producers of Digital Information Services

SIZE	1X INSERTION
Full-Page Spread (2 facing pages)	$5,780
Full Page	$2,890
Half-Page Horizontal	$2,290

	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

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.

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/22/22	12/5/22
March	1/27/23	2/6/23
April	2/24/23	3/6/23
May	3/28/23	4/5/23
June	4/27/23	5/5/23
July/August	5/25/23	6/5/23
September	7/28/23	8/7/23
October	8/25/23	9/5/23
November/December	9/27/23	10/5/23

Computers in Libraries 2023

Prices quoted as four-color rates.

COMPUTERS IN LIBRARIES

SIZE	1X INSERTION
Full-Page Spread (2 facing pages)	$5,890
Full Page	$2,990
Half-Page Horizontal	$2,390

	DIMENSIONS
Trim Size	8-3/8"w x 11"h
Full-Page Spread w/ Bleed	17-3/4w x 11-1/2"h
Full-Page Bleed w/Bleed	8-7/8"w x 11-1/2"h
Live Area for Full Page	7-7/8"w x 10-1/2"h (centered)
Half-Page	7"w x 5"h

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.

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	12/1/22	12/8/22
March	2/2/23	2/9/23
April	3/2/23	3/9/23
May	4/3/23	4/10/23
June	5/3/23	5/10/23
July/August	6/1/23	6/8/23
September	8/3/23	8/10/23
October	9/4/23	9/8/23
November	10/3/23	10/10/23
December	11/2/23	11/9/23

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

Premium for Covers

❯ $550

Special Positions

❯ A 20% premium.

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.**

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.

www.infotoday.com/advert/CTPAdSpecs.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

➲ File submission instructions:

❯ To upload files via the web:
  - ❯ Using your web browser, log onto **http://files.infotoday.com.**
  - ❯ 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.**

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 4.)

For production questions contact:
Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

INFORMATION TODAY EDITORIAL TOPICS 2023

INFORMATION TODAY
The Newsmagazine for Users and Producers of Digital Information Services

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:
› Access to Research and Data
› Cybersecurity
› Social Media and the Metaverse
› Misinformation/Disinformation
› Artificial Intelligence

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:
› Events and Programming
› Collaboration and Partnerships
› Collection Development
› Archives and Databases
› Patron Relationship Management
› Equity, Diversity, and Inclusion

Organizations and Advocacy Groups:
› American Library Association (ALA)
› Special Libraries Association (SLA)
› Public Library Association (PLA)
› International Federation of Library Associations and Institutions (IFLA)
› IMLS (Institute of Museum and Library Services)
› National Information Standards Organization (NISO)
› Pew Research Center
› EveryLibrary

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:
› Product News
› Conference Reports
› International News
› Legal Issues
› A Day in the Life (interview series)
› Database Review
› The Help Desk
› EDI Perspectives
› Notes on Digital Transformation

Contact **Lauri Weiss-Rimler** • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

COMPUTERS IN LIBRARIES EDITORIAL TOPICS 2023

COMPUTERS IN LIBRARIES

Building a Digital Infrastructure
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 by building a better infrastructure

Jan/Feb

CMSs & Websites
What have you done to improve the user experience? Help patrons navigate your collection? Learn new digital literacy skills? Participate or learn from a distance? Engage in a virtual activity? What website platforms do you use, and how have you implemented, adapted and improved them? What are you doing to protect patron privacy and maintain online security?

March

ILS/Discovery/Search
Talk about your experience with popular library ILSs, discovery layers, and integrated library platforms. How have you selected, migrated, and adapted them? How are they performing for you? What would you recommend? How have you documented your system, and what do you do to help users find what they are looking for?

April

Catalogs, Collections, & Metadata
Tell us about the challenges you have faced in managing your various collections and presenting them as one. How have you used metadata to improve discoverability? What new digital collections have you evaluated? What archival materials have you digitized? What self-help resources do you provide users?

May

E-Resources
Let's hear about your e-resources and how you select, evaluate, and provide access to them. What are the benefits of digital over print? What role does print continue to play? How do you provide seamless access to references? What's your experience with ebooks, e-audiobooks, research databases, and OA materials?

June

Digitization, Access, & Preservation
How have you opened up your archives to digital research? Talk about your digitization efforts and the steps you took to make your special collections accessible and searchable on the web. What are the challenges you faced in digitizing and cataloging various types of media? What results have you been able to show?

Jul/Aug

Web Resources
Send us your tips, tricks, tools, and techniques for working with free resources on the open web, free apps, and OA platforms to make things happen in your library. How are you using cloud platforms and remote services to provide library systems and IT security? What online research sites do you recommend for your patrons?

September

EdTech & Instruction
What have you done to integrate library resources into learning management systems? How are you using technology to provide educational opportunities for students and patrons? What digital literacy efforts do you sponsor and with what success? What are the top 10 digital resources you would recommend?

October

Platforms & Library Systems
Report and review your experience with popular library platforms and discovery layers. Describe and discuss the systems that power library operations, lending, and special initiatives. Describe your experience with managing patron-facing equipment, including public access computers, self-checkout kiosks, 3D printers, and equipment loans.

November

Data Management & Metrics
Talk about the data you collect and analyze to report results. Share your experience with maintaining datasets for your library or your research community, including managing institutional data repositories or OA archives. Share your research or survey results on any library issue or impact.

December

Cutting-Edge Tech
What emerging technologies have your library experimented with or deployed? What tech trends do you see having an impact on libraries in the near future? What are your concerns about library technology going forward? What's your strategic advice for libraries that are considering adopting new tech?

Any Topic, Anytime
Tell us your story. We are always looking for stories on how you selected and deployed devices or systems, rolled out new tech-based solutions, and achieved desired outcomes by using a technology framework, as well as case studies about OPACs, ILSs, and other library platforms.

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
› *Online Searcher*

*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.

Contact Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

Sponsored Content: ITI's Library Target Series **Information Today, Inc.**

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

INFORMATION TODAY, INC. **WHITE PAPERS**

⮕ White Papers

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 white paper 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 • lwrimler@infotoday.com

DIGITAL CAMPAIGNS 2023
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 4,000 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:**

  > **468×60 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** 2023

> 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 3,000-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.

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

INFOTODAY.COM
ONLINE ADVERTISING OPPORTUNITIES 2023

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* and *Information Today*—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 10,000 visitors each month, delivering more than 100,000 ad impressions monthly.

ONLINE ADVERTISING RATES 2023

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	200k	Top	20,000	$75 CPM
Banner	468x60	200k	Top	20,000	$60 CPM
Skyscraper	120x600	200k	Right	20,000	$75 CPM
Tile	125x125	200k	Left	20,000	$60 CPM
Box	300x250	200k	Center	35,000	$75 CPM
	text links	text only	Bottom	1 month/unlimited	$750 month

File formats: JPG, GIF, PNG, or HTML5 files are acceptable.

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

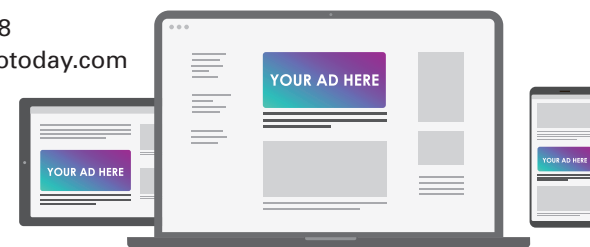## Recommended resources to migrate from Flash/SWF to HTML5

› Google Web Designer – you may use this to build creatives in HTML5: https://www.google.com/webdesigner/

For more information on any of these advertising opportunities, contact:

Lauri Weiss-Rimler
Advertising/Exhibits
Sales Director

(908) 219-0088
lwrimler@infotoday.com

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:

Lauri Weiss-Rimler • Advertising/Exhibits Sales Director • (908) 219-0088 • lwrimler@infotoday.com

REPRINTS AND PDFs 2023

⊃ Reprints Price List

QUANTITY		8-1/2"×11"		11"×17" (BIFOLD)	11"×25-1/2" (TRIFOLD)
		1 SIDE	2 SIDES	2 SIDES	2 SIDES
500	Black-&-White	$400	$500	$700	$1,100
	Color	$800	$900	$1,300	$1,700
1,000	Black-&-White	$500	$650	$800	$1,300
	Color	$1,100	$1,250	$1,700	$2,100
2,000	Black-&-White	$600	$800	$1,000	$1,600
	Color	$1,200	$1,350	$1,900	$2,400
2,500	Black-&-White	$700	$900	$1,200	$1,800
	Color	$1,400	$1,550	$2,000	$2,600
3,000	Black-&-White	$800	$1,000	$1,300	$1,900
	Color	$1,500	$1,700	$2,200	$2,900
5,000	Black-&-White	$1,000	$1,200	$1,800	$2,500
	Color	$1,600	$1,800	$2,400	$3,200
10,000	Black-&-White	$1,200	$1,500	$2,100	$2,900
	Color	$1,800	$2,100	$3,100	$3,900

⊃ Information Today, Inc. REPRINTS

Information Today, Inc. reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company's exposure by reprinting your feature story, profile, new product release, and more.

Reprints are still the most economical and effective way to dazzle your customers with independent, objective evidence of your product's or solution's success.

Order reprints of favorable reviews, complimentary case studies, or in-depth background pieces that have been published in our independent press.

Article reprints are available for all Information Today, Inc. publications.

PDF Files
› $550 per page

Paper
› 80 lb. White Gloss Stock

Shipping and Handling
› Please note: Shipping and handling costs are not included in the prices. Reprints will be shipped UPS Ground unless otherwise requested.

⊃ Contact
Lauri Weiss-Rimler • Advertising/Exhibits Sales Director
(908) 219-0088 • lwrimler@infotoday.com

MAIL LIST RENTALS 2023

Augment your advertising and sponsorships with direct mailings to our customer lists. List rentals are for a one-time use only. They are available via email in an Excel file.

⮕ ITI Periodical Subscribers

> › Information Today *newsmagazine*
> › Computers in Libraries *magazine*
> › Marketing Library Services *newsletter*
> › The Information Advisor's Guide to Internet Research *newsletter*

ITI Sponsored Conference Attendees

⮕
> › Computers in Libraries
> › Internet Librarian
> › KMWorld

⮕ ITI Directory Buyers

> › American Library Directory
> › American Book Trade Directory
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⮕ Contact

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