

# 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 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 2023

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

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

### ➤ **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.



# 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:**

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Sales Director

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