

# DIGITAL CAMPAIGNS 2023

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### ➤ **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.

