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REACH OUT TO THE LIBRARY AND INFO PRO MARKET

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Information Today

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For more information, contact:

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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.

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You can run a white paper on any topic at any time. The following are some common topic ideas to get you started:

› **Search & Discovery—**Solutions and best practices for selecting and implementing discovery systems in libraries

› **Specifying Library Platforms—**Best practices for choosing OPACs, integrated library systems, and library platforms and advice on how to migrate to a new platform

› **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.

› **Ebook Solutions—**Public, academic, and research libraries face various choices when providing highly demanded ebooks for loan. What solutions do you recommend?

› **Special Collections & Repositories—**Best practices and platforms for digitization, preservation, and long-term access for public, academic, and special libraries

› **Analytics—**Best practices for evaluating ROI for library platforms, digital content collections, and other library services

Each published white paper is featured on the infotoday.com website behind a registration page to encourage readers to sign up to view it. ITI will provide you with any leads generated. The white paper is promoted during the corresponding month it runs in print in its *NewsLink* enewsletter.

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COST-PER-LEAD (CPL) PROGRAMS

⮕ *Computers in Libraries* provides librarians and other information professionals with useful and insightful articles about the technology that affects them, their institutions, and their patrons. The publication covers interesting stories, case studies, and opinions that are of professional value to people working with technology in public, academic, special, and corporate libraries, as well as archives and museums.

Information Today is the most widely respected industry pub in the information industry and the only newsmagazine designed to meet the needs of the information professional. It delivers coverage of news and long-term trends in the information industry.

We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

⮕ How does it work?

Your white papers/case studies/ebooks are published in a special section on the Information Today, Inc. website and marketed to qualified candidates within the *Information Today* and/or *Computers in Libraries* subscriber base. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers are screened and cleansed to ensure only legitimate contacts are delivered to your team.

› Standard contact capture fields include full name, job title, company name, postal address, phone numbers, and email address. Custom fields are available too.

› Basic screening eliminates false entries, incomplete forms, students, and leads outside of North America. Global leads can be delivered as well to companies that choose to take advantage of unique international positioning, at no additional charge.

⮕ Why try this program?

› The *Information Today* and *Computers in Libraries* syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your content and that match your campaign criteria.

› The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.

› Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to *Information Today* and *Computers in Libraries* for relevant content.

› You only need a logo, headline, 75-word description, and PDF to get started.

⮕ Contact

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