

INFOTODAY.COM

ONLINE ADVERTISING OPPORTUNITIES 2026

➤ ONLINE ADVERTISING RATES 2026

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	FLAT RATE
Leaderboard	728x90	200k	Top	\$800 per month
Banner	1200x630	200k	Top	\$700 per month
Skyscraper	120x600	200k	Right	\$600 per month
Tile	125x125	200k	Left	\$100 per month
Box	300x250	200k	Center	\$500 per 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://webdesigner.withgoogle.com>

➤ Please contact:

LaShawn Fugate

Account Executive, Advertising and Conference Sales

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INFORMATION TODAY AND COMPUTERS IN LIBRARIES SINGLE-SPONSORED WEBINARS

- **Information Today and Computers in Libraries Web Events** are 1-hour topic- and sponsor-specific sessions broadcast live on the web. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

Information Today and Computers in Libraries will produce, market, and broadcast your 1-hour Web Event.

- Aggressive online advertising campaign
- Speakers can participate from their own offices.
- Real-time polling and Q&A
- Attendee registration, monitoring, and reporting
- Event archiving and online posting on the Information Today, Inc. website for anytime, on-demand viewing for 1 year
- Live Screen Share Demos
- Video Clips

Information Today and Computers in Libraries provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

➤ Event Marketing

Information Today and Computers in Libraries will design and produce:

- An HTML landing page including your company logo and session content summary to be placed on infotoday.com
- Event will be promoted in the *NewsLink* industry newsletter
- A banner to run on infotoday.com website
- A reminder email blast to all registrants prior to the event

➤ Moderators/Industry Experts

- *Information Today* and *Computers in Libraries* will provide a moderator/industry expert to facilitate your event.

➤ Web Event Program & Highlights

- 1-hour event broadcast live over the internet
- Producer for staging of content and online rehearsal services at each event
- PowerPoint slide synchronization
- Browser-based Q&A capabilities and polling and survey questions
- Detailed monitoring and reporting
- Complete registration management, including final list of all registrants and participants
- Event archiving on infotoday.com for 1 year, for anytime, on-demand viewing
- MP4 files of your event for local playback (trade shows, sales presentations, etc.)
- Event presentation available online postevent for viewing and downloading.

The entire event will be created (with the assistance of the sponsor), managed, and executed by *Information Today* and *Computers in Libraries*. Our production personnel will assist all participants.

➤ Cost: \$12,000 net

➤ Contact information:

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