

TARGET YOUR WHITE PAPER, CASE STUDY, AND SPONSORED CONTENT

Place your organization's story in front of a diverse library audience 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

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 information professionals have overcome diverse matters in their libraries and organizations. Extend the reach of your special content by placing it in front of readers who are searching for practical and workable solutions to their unique problems and issues.



For more information, contact:

LaShawn Fugate • Account Executive, Advertising and Conference Sales • (859) 278-2223 ext. 104 • lashawn@infotoday.com

INFORMATION TODAY, INC. WHITE PAPERS

White Papers

Build credibility and trust with your core audience utilizing the clarity, influence, and reach of a 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. 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.

Contact information:

LaShawn Fugate • Account Executive, Advertising and Conference Sales
 (859) 278-2223 ext. 104 • lashawn@infotoday.com



COST-PER-LEAD (CPL) PROGRAMS

➤ 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 captured 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.

➤ 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

LaShawn Fugate

Account Executive

859-278-2223 x 104

lashawn@infotoday.com

