

COMPUTERS LIBRARIES

MEDIA KIT



- Online • Print • Library Conferences
- Enewsletters • Live Streaming Webcasts
- Content Syndication Programs

These are the tools you need to effectively market your library products and services.

Reach your best customers and prospects, cultivate new business partners, build brand and product awareness, and sell more goods and services.

WWW.INFO TODAY.COM/CILMAG

REACH USERS

Who May Be Difficult to Meet Face-to-Face

Inside you will find a broad array of marketing tools, all designed to help you and your organization reach your best customers and prospects, cultivate new business partners, build brand and product awareness, and move more goods and services.

When it comes to libraries and the communities they serve, we've got you covered.

Computers in Libraries offers the easiest and possibly the best opportunity to connect with public, academic, and special librarians; online researchers; industry consultants; content managers; and other information professionals.

Utilize various marketing channels in both our publications and websites, content syndication programs, live-streaming webcasts, and specialized business and library-driven e-newsletters, as well as the opportunity to display your products and engage with library conference attendees throughout the year.



PLEASE CONTACT:

LaShawn Fugate

*Account Executive, Advertising
and Conference Sales*

Call

(859) 278-2223, ext. 104

or email

lashawn@
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EXPAND YOUR MESSAGE

With the publication librarians and info pros love to read

Complete Coverage of Library Information Technology

Computers in Libraries (CIL) provides librarians and information professionals with useful and insightful articles covering technologies that affect them, their institutions, and their patrons. It features discussions of the impact that emerging technologies have on library systems and services and on the library community more broadly. Published six times a year, *CIL* serves as a showcase and forum for library technology professionals to share their success stories. This includes case studies and firsthand reports that detail how to harness current technologies to meet user needs where they are. The magazine offers thoughtful commentary and analysis on present-day issues, as well as presents ideas on how to future-proof libraries in any political climate. Readers can expect to find practical applications of technology in public, academic, corporate, special, and school libraries.

CIL is written by librarians for librarians, and it's about technology all the time.

In addition to actionable feature articles, *CIL* publishes the following regular columns:

- › The Systems Librarian, exploring the leading technology trends affecting the library field
- › BiblioTech, offering technology approaches from the front lines of library service
- › From the Innovation Lab, charting innovations and their effects on library dynamics and offerings
- › Digital Preservation Insights, discussing how librarians of all types can benefit from digital preservation techniques

Two supplemental sections for info pros—**Information Today** and **Online Searcher**—are part of *CIL* beginning in 2027. Information Today is focused on providing users and producers of digital information services the knowledge and tools they need to best serve patrons and perform other information-related tasks. Online Searcher features information discovery strategies and tools for effectively managing online research projects and determining the utility of new technologies.



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Brandi Scardilli,
Editor in Chief

bscardilli@infotoday.com

RATES AND SPECS

(PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS)

SIZE	1X INSERTION	3X INSERTION	6X INSERTION
Full-Page Spread (2 facing pages)	\$3,700	\$3,100	\$2,700
Full Page	\$2,200	\$1,800	\$1,650
Half-Page Horizontal	\$1,100	\$900	\$825

Prices quoted as four-color rates.

	DIMENSIONS
Trim Size	8.5"w x 10.875"h
Full-Page Spread w/ Bleed	17.25" w x 11.125"h
Full-Page w/Bleed	8.75"w x 11.125"h
Live Area for Full Page	7.25"w x 10"h (centered)
Half-Page	7"w x 5"h

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	12/04/26	12/11/26
March/April	02/03/27	02/10/27
May/June	04/06/27	04/13/27
July/August	06/04/27	06/11/27
September/October	08/04/27	08/11/27
November/December	10/05/27	10/12/27

Bleeds are available for Full Page and Full-Page Spread sizes *only*. Bleed Sizes have included the addition of 1/8 inch to trim size on all sides.

If your ad *does not bleed* please use live area dimensions.

Note: Important graphic elements and text should stay within the live area.

FULL PAGE

Trim size:
8.5" x 10.875"

Bleed: Need an additional .125 on all sides for bleed.

FULL-PAGE SPREAD

Trim size: 17" x 10.875"

Bleed: add .25" safety margin beyond trim size
Need an additional .125 on all sides for bleed.

1/2 PAGE
(Horizontal)
7" x 5"

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RATES AND SPECS

PREMIUM FOR COVERS

- › \$550

SPECIAL POSITIONS

- › A 20% premium

Advertising Regulations

- › A 15% commission is paid to recognized agencies.
- › Advertisers using multi-buy rates will be billed for short-rate adjustments if contracted space is not used within 1 year of first insertion.
- › All advertising is subject to the publisher's approval, and every advertisement is published with the understanding that the agency and advertiser indemnify and hold harmless the publisher from any loss, claims, or suits arising out of publication of their advertisement.

Cancellations

- › Cancellations must be made in writing 30 business days prior to material deadlines.
Cover and premium positions are noncancelable.



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PRODUCTION REQUIREMENTS AND SUBMISSION INSTRUCTIONS

➤ Ad production requirements — DOWNLOADABLE PDF.

www.infotoday.com/advert/CTPAdSpecs.pdf

➤ We accept the following formats:

Press-quality PDF files are preferred.

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Page dimensions and bleeds according to pub specs

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➤ FILE SUBMISSION INSTRUCTIONS:

To upload files via the web:

- › Using your web browser, log onto **<http://files.infotoday.com>**
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.

PLEASE NOTE:

Files submitted as RGB will
be converted to CMYK.

Ads containing SPOT colors
will be converted to CMYK
unless prior arrangements
have been made.

All graphics must be at least
300 dpi resolution.

For proper sizing of your ad, please
refer to the publication's rate card (on page 4).

For production questions contact:

Jackie Crawford
Ad Trafficking Coordinator
[jcrawford@
infotoday.com](mailto:jcrawford@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 *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 *Computers in Libraries* content 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 *Computers in Libraries* for relevant content.
- › You only need a logo, headline, 75-word description, and PDF to get started.



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COMPUTERS IN LIBRARIES SINGLE-SPONSORED WEBINARS

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.

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

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

➤ **Event Marketing**

***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**

- *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 *Computers in Libraries*. Our production personnel will assist all participants.

➤ **COST: \$12,000 net**

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COMPUTERS IN LIBRARIES EDITORIAL TOPICS 2027

Propose your case studies, best practices, and how-to stories on any tech-enabled effort that has helped your library achieve its purpose, vision, mission, or mandate.

Editorial content focuses on vertical markets:

- › Public Libraries
- › Academic Libraries
- › Research and Special Libraries
- › Government Libraries
- › Archives and Museums
- › Schools

Routinely:

- › Library Platforms and ILS Systems
- › Ebooks, E-Resources, and Ecollections
- › Digital Strategies, Web Tools, and Mobile Solutions
- › Information Today
- › Online Searcher

*Librarians:
Submit your story
proposals using
our query form at
infotoday.com/cilmag.*

CMSs & Websites

- › What have you done to:
 - ❖ Improve the user experience?
 - ❖ Help patrons navigate your collection?
 - ❖ Learn new digital literacy skills?
 - ❖ Participate or learn from a distance?
- › What website platforms do you use, and how have you implemented, adapted, and improved them?
- › What are you doing to protect patron privacy and maintain online security?

ILS/Discovery/Search

- › Talk about your experience with popular library discovery layers and integrated library platforms.
 - ❖ How have you selected, migrated, and adapted them?
 - ❖ How are they performing for you?
 - ❖ How have you documented your system, and what do you do to help users find what they are looking for?

Catalogs, Collections, & Metadata

- › What challenges have you faced in managing your various collections?
- › How have you used metadata to improve discoverability?
- › What new digital collections have you evaluated?
- › What archival materials have you digitized?

E-Resources

- › How do you select, evaluate, and provide access to your e-resources?
- › How do you provide seamless access to references?
- › What's your experience with ebooks, e-audiobooks, research databases, and OA materials?

Digitization, Access, & Preservation

- › How have you opened up your archives to digital research?
- › What steps have you taken to make your special collections accessible and searchable on the web?
- › What are the challenges you faced in digitizing and cataloging various types of media?
- › What results have you been able to show?

Web Resources

- › What are your tips, tricks, tools, and techniques for working with free resources on the open web, free apps, and OA platforms?
- › How are you using cloud platforms and remote services to provide your library's systems and security?
- › What online research sites do you recommend for your patrons?
- › How are you using digital tools for marketing and communications?

Edtech & Instruction

- › What have you done to integrate library resources into learning management systems?
- › How are you using technology to provide educational opportunities for students and patrons?
- › What digital literacy, media literacy, and/or AI literacy efforts do you sponsor and with what success?

Platforms & Library Systems

- › Report and review your experience with popular library tools.
- › Describe and discuss the systems you use to power library operations, lending, and special initiatives.
- › Describe your experience with managing patron-facing equipment, including public access computers, self-checkout kiosks, 3D printers, and equipment loans.

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INFORMATION TODAY

Information Today, edited by Brandi Scardilli, delivers analysis of the trends shaping the information industry and of peripheral developments that influence the industry. Articles are written for practitioners of digital information, which include staff members from all types of libraries and information professionals of all stripes who are interested in learning about the use and development of digital information services and library practices.

Topics include:

- › Archives and databases
- › Artificial intelligence
- › Digital tools and resources
- › Diversity, equity, and inclusion
- › Legal issues including copyright and legislation
- › Library programming and services
- › Media literacy
- › Professional development

Information Today's regular columns are:

- › Database Review
(reviews of sites and platforms doing important work)
- › After Hours
(new and updated products and services)
- › DEI Perspectives
(DEI and social issues)
- › Legal Issues
(copyright claims, court decisions, and other legal news)
- › Outside the Box
(technology topics for self-starters)

Computers in Libraries has two supplementary sections that are designed to reach additional information industry audiences: **Information Today** and **Online Searcher**.

ONLINE SEARCHER

Online Searcher, edited by Marydee Ojala, discusses search technologies, evolving search methods, and shifts in how online searchers view and do their jobs. It covers resources, formats, outputs, and databases within a library context. It concentrates on new aspects of information, particularly AI developments, available to librarians and other information professionals with specialized concentrations on:

- › Business, finance & competitive intelligence
- › News & current affairs
- › Legal, regulatory, & intellectual property
- › Science & technology
- › Medical & pharmaceutical
- › Social science & humanities

Upcoming topics include:

- › Generative AI & libraries
- › Measuring resource usage
- › Information & AI literacy
- › Online search trends
- › Open access, open source
- › Prompting, researching, & what comes next
- › Emerging search technologies
- › Algorithmic search results
- › New horizons for information professionals
- › Assessment issues
- › Cutting-edge technology developments
- › Value of search (and searchers)

Online Searcher's regular columns are:

- › Voices of the Searchers *(an exploration of the latest search trends)*
- › InfoLit Land *(topics for researchers)*

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SPONSORED CONTRIBUTED ARTICLES

Position your company as a thought leader and share your expertise with an engaged audience of decision-makers actively seeking solutions and best practices.

Sponsored contributed articles provide a valuable opportunity to tell your story, showcase your insights, and educate prospective customers in a trusted editorial environment. Whether you're highlighting industry trends, sharing customer success stories, discussing emerging technologies, or offering practical guidance, contributed content helps build credibility and strengthen brand awareness.

Each sponsored article is prominently featured online and promoted through newsletters extending your reach beyond traditional advertising.

Inquire regarding pricing.



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COMPUTERS IN LIBRARIES SPONSORED CONTENT PROGRAMS

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
- › **Ebook Solutions**—Public, academic, and research libraries face various choices when providing highly demanded ebooks for loan. What solutions do you recommend?
- › **Specifying Library Platforms**—Best practices for choosing OPACs, integrated library systems, and library platforms and advice on how to migrate to a new platform
- › **Special Collections & Repositories**—Best practices and platforms for digitization, preservation, and long-term access for public, academic, and special libraries
- › **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.
- › **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. The white paper is promoted during the corresponding month it runs in print in its *NewsLink* enewsletter. Inquire about our lead generation guarantee.



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DIGITAL CAMPAIGNS 2027

➤ **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 distributed at least once per month to more than 4,400 opt-in subscribers. Each issue contains original content 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:**

➤ **1200 X 630 BANNER AD**

in JPEG, GIF, or PNG format. No larger than 50k file size. Flash is prohibited.

➤ **75 WORDS OF TEXT**

➤ **LINKING URL**

Standard rate is \$400 per week.



➤ **ITI Bulletin—dedicated email**

Promote ebooks, conferences, and/or webinars to help drive traffic to your sites to support all your lead generation and thought leadership efforts. Standalone email offers to our 4,000-plus subscriber base.

➤ **COST:** \$1,500

➤ **YOU** provide HTML creative and Subject Line.

➤ **WE** send it out on your behalf.

➤ Distributed Wednesday morning.

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INFOTODAY.COM

ONLINE ADVERTISING OPPORTUNITIES 2027

ONLINE ADVERTISING RATES 2027

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	FLAT RATE
Leaderboard	728x90	200k	Top	\$800 per month
Banner	468x60	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>



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COMPUTERS IN LIBRARIES **CUSTOM RESEARCH**

➤ **A Multi-Channel Content-Creation and Lead-Generation Plan**

Unisphere Research, the research arm of *Computers in Libraries*, conducts ongoing proprietary and “for publication” research projects for select companies. Using its core subscriber database, Unisphere Research conducts web-based surveys on information- and library-related topics covering a range of issues, from information technology to the latest trends in library systems.

In addition to *Computers in Libraries* subscribers, Unisphere Research conducts research in association with a number of user groups and publications. Unisphere can conduct research across the following memberships and subscriber bases:

- › *Database Trends and Applications* magazine subscribers
- › *CRM* (customer relationship management) magazine subscribers
- › *Data & AI Quarterly* magazine subscribers
- › *Enterprise AI World* magazine subscribers
- › *KMWorld* magazine subscribers
- › *Streaming Media* magazine subscribers

Unisphere assigns an experienced analyst and/or senior editorial executive to work with survey sponsors on topic and questionnaire development. Survey questionnaires are housed at Unisphere’s survey utility on the web, and Unisphere prepares all questions in draft format, working with the survey sponsor to complete an approved questionnaire. Survey response solicitations are issued to the selected universe of professionals until the agreed-on target response level is achieved. Response incentives include a sweepstakes drawing. Unisphere issues a basic document that reports the findings and then creates a color PDF executive summary reporting, graphing, and analyzing the key survey findings. Studies may remain completely proprietary, but most are used as a unique source of content for the sponsor, with full attribution to the survey sponsor.

➤ **Basic deliverables include:**

1. Survey questionnaire development
2. Survey participation solicitation from *Computers in Libraries* subscribers
3. Data aggregation and basic reporting
4. Authorship, editing, and formatting of the final report, which is attributed to the sponsor on the front cover

The basic cost of conducting a proprietary or “for publication” study is \$15,000, including the cost of an incentive, and generally takes 3–4 months to complete.

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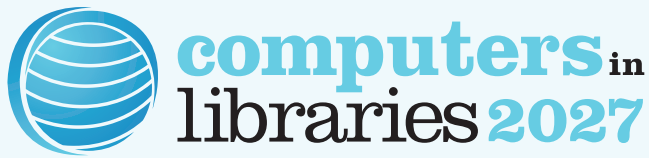
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MARCH 16–18

HYATT REGENCY CRYSTAL CITY • Arlington, VA

Computers in Libraries has been the No. 1 technology conference and exhibition for librarians and information professionals for over 40 years. Every year, attendees, speakers, and sponsors at Computers in Libraries meet to help build, develop, and educate the library community.

Computers in Libraries attendees—librarians, information managers, systems professionals, webmasters and web managers, content evaluators, intranet strategists, portal creators, and information specialists—have the unique opportunity to be part of an event that focuses on leading-edge technology and provides the latest information and practices to enable them to make informed choices for their community, whether it is an academic, corporate, nonprofit, public, or school library community.

Key decision makers from all types of organizations will be in attendance to discuss the solutions they need to facilitate their digital transformation. Be sure you're among the solutions they're evaluating.

WHY SPONSOR?

- › **MEET** qualified buyers in a targeted environment.
- › **GAIN** industry-wide exposure.
- › **INCREASE** brand awareness and come away with more leads.
- › **CREATE** new and strengthen existing relationships with clients and other industry experts.

TARGET THE LIBRARY AND INFO PRO MARKET


Internet Librarian

CONNECT

The Leading Virtual Conference on Technology, Data, and AI for Libraries

**VIRTUAL
EVENT**

**OCTOBER
2027**

For three decades, Information Today, Inc., has been proud to organize and produce this premier event for library professionals, technologists and industry experts looking to explore and implement cutting-edge solutions in library management and information services.

Key decision-makers from diverse sectors will be exploring new solutions to enhance their digital initiatives. Ensure your company is part of the conversation by securing your spot in the virtual exhibit hall!

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