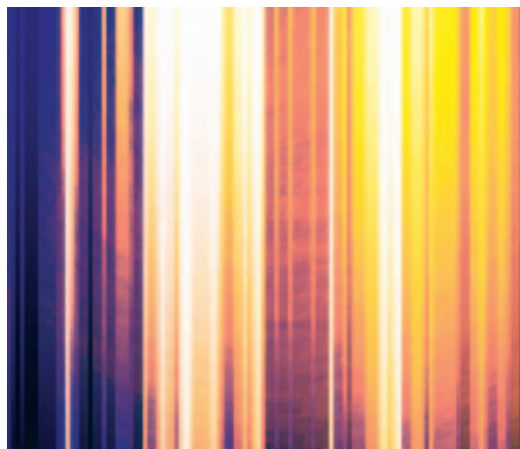# Internet @SCHOOLS

An Educator's Guide to Technology and the Web

2013

- Mobile Learning
- Digital Textbooks
- The Common Core
- Social Media in K–12
- The Flipped Classroom

MEDIA KIT

WWW.INTERNETATSCHOOLS.COM

WELCOME TO *INTERNET@SCHOOLS*

Dear Colleague:

Welcome to the 2013 *Internet@Schools* media kit!

This upcoming year, the ed tech opportunities for companies and organizations that serve the K–12 education community continue to abound, even in the face of yet another year of budget squeezes. We've seen growing adoption of Common Core standards, deepening discussions of assessment in both a student and an educator context, and increasing focus on online teaching and learning, just to mention a few areas of opportunity. Thanks to the internet and the plethora of products and services being created to use it, the "classroom without walls" (remember that phrase from years past?) has really come into being. Innovative educational technology is the key.

We aim again this year to point the way toward a tech-enhanced educational environment in K–12 schools for our internet-savvy, information-hungry, technology-minded educator readers.

This year, in our features we'll be addressing the subjects of the flipped classroom, the Common Core state standards, the digital shift to electronic textbooks, mobile learning, social media, and much more.

As always, we'll be speaking to the core issues for librarians, technologists, administrators, and other educators in every issue through our columnists, as well as through features that update the state of the art of technology-backed or internet-based educational and administrative tools and content. There are plenty of opportunities for direct coverage of your products and services, not only in our features—including the Tools for Learning roundup feature in every issue of *Internet@Schools*—but with our reviews as well. Contact me, the editor, to see where you might fit into our editorial coverage, in print or online. And be sure to send me news of product and service announcements and updates for posting on our *Internet@Schools* website.

We also offer marketing and publicity opportunities through our issue-theme-related white paper/ Educator's Guide supplement program, which combines the reach of *Internet@Schools* magazine with that of the *Internet@Schools Xtra* enewsletter.

We look forward to being a part of your advertising and marketing plans this year. If you have any questions about our editorial content or our readership, please contact me at your earliest convenience.

Regards,

David Hoffman

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WHAT IS *INTERNET@SCHOOLS*?

» *Internet@Schools* is a magazine with an accompanying website and enewsletter affiliated with two annual live conferences, Internet@Schools at Computers in Libraries and Internet@Schools at Internet Librarian.

Taken together, these media channels effectively target tech-savvy and tech-curious K–12 educators of all stripes. *Our* mission is to keep these educators informed on internet-related ed tech news, products, services, trends, and tactics that they need to accomplish *their* mission of preparing today's students to become productive citizens in our increasingly technology-impacted world.

Internet@Schools content is drawn from practicing educators, including teachers, media and technology specialists, administrators, consultants and thought leaders, and industry insiders. Our writers approach their subjects from an insider's vantage point, lending credibility and practicality to their writing.

Internet@Schools readers are drawn from the whole spectrum of K–12 education and include state-, district-, and school-level administrators; tech coordinators; media specialists; and classroom teachers, all united by their interest in technology as a tool for and facilitator of learning. As such, they all have input into the purchasing process, driving purchasing decisions for technology tools and services, and for electronically delivered curriculum materials and administrative programs.

» **What You'll Find in *Internet@Schools* magazine and on the Internet@Schools website:**

› *Feature articles* that address a salient ed tech topic for each issue, including the Tools for Learning roundup of companies, products, and services relevant to the issue topic. Topics for 2013 include:

  › *The Flipped Classroom*
  › *The Common Core State Standards*
  › *Digital Textbooks*
  › *Mobile Learning*
  › *Social Media in K–12*

› *Product reviews* that succinctly evaluate the newest and best ed tech products and services

› *Columnists* who speak to the full range of K–12 ed tech issues, including Stephen Abram (The Pipeline), Mary Alice Anderson (The New Media Center), Carolyn Foote (Idea Watch), and Mary Ann Bell (Belltones).

› *Breaking news* on products, services, issues, resources, and more, posted as it happens on the Internet@Schools website.

› *Sponsored Content: Educator's Guide Supplements* that complement each *Internet@Schools* magazine issue topic can also be purchased for placement in the print publication and on the website. See pages 11–12 in this media kit for more information.

EDITORIAL CALENDAR 2013

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
JANUARY/FEBRUARY	11/2/12	11/14/12	11/30/12

❯❯ **THE FLIPPED CLASSROOM**
 ❯ Tools for Learning: Reaching *All* Students *All* Ways
PLUS
 ❯ The Flipped Classroom in Action—
  Stories and Examples
 ❯ White Paper: Flipping the Classroom
 ✳ Conference Distribution: *TCEA*

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
MARCH/APRIL	1/7/13	1/18/13	2/1/13

❯❯ **THE COMMON CORE STATE STANDARDS**
 ❯ Tools for Learning: Teaching to the
  Common Core Standards
PLUS
 ❯ Common Core Case Studies
 ❯ White Paper: Common Core Standards
  as Learning Enhancement Tool
 ✳ Conference Distribution: *Computers in Libraries/*
  Internet@Schools

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
MAY/JUNE	3/7/13	3/19/13	4/2/13

❯❯ **DIGITAL TEXTBOOKS**
 ❯ Tools for Learning: Etextbooks, Ebooks,
  E-Readers, Other Etools … And More!
PLUS
 ❯ The Whys, Whens, and How-To's of Using
  Digital Textbooks
 ❯ White Paper: Embracing the Digital Shift
 ✳ Conference Distribution: *SLA, ALA,*
  Streaming Media East

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
SEPTEMBER/OCTOBER	7/6/13	7/18/13	8/1/13

❯❯ **MOBILE LEARNING**
 ❯ Tools for Learning: It's a Mobile World
PLUS
 ❯ What Works in Mobile Learning
 ❯ White Paper: Mobile Devices and the
  Ubiquitous Classroom
 ✳ Conference Distribution: *Internet Librarian/*
  Internet@Schools

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
NOVEMBER/DECEMBER	9/6/13	9/18/13	10/2/13

❯❯ **SOCIAL MEDIA IN K–12**
 ❯ Tools for Learning: What's New in the
  Social Media Sphere?
PLUS
 ❯ Social Media Road Maps: Who's Finding Their Way?
 ❯ White Paper: Harnessing Social Media
  Safely and Successfully
 ✳ Conference Distribution: *Online Information UK,*
  Streaming Media West

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AUDIENCE PROFILE & CIRCULATION

Internet@Schools is read by and written for library media and technology specialists, classroom teachers, building- and district-level administrators—the true technology decision makers in their schools. *Internet@Schools* provides these educators and their colleagues with practical information to improve achievement through the effective use of technology. Articles, columns, news, and product reviews are contributed by practicing educators who use new technologies in the classroom, media center, and administrative offices. *Internet@Schools* is a paid-circulation publication. The typical *Internet@Schools* subscriber shares his/her copy with at least two other educators. The total readership is approximately 15,000 per issue.

≫ *Internet@Schools* **subscribers** have a great deal of influence over the purchase of products and services for their organizations.

94% of *Internet@Schools* subscribers are involved in some way in the purchasing process, including three in five who either authorize purchases or select the products.

87% of *Internet@Schools* readers indicated their school districts plan to include technology-related products in their upcoming budgets.

77% of *Internet@Schools* readers have used magazine ads in the last 12 months as a source to obtain product information.

57% of *Internet@Schools* readers took some type of action as a result of seeing advertisements.

*Source: Internet@Schools reader profile survey

The typical reader spends 47 minutes reading or looking through an issue and refers to each issue two times before he/she is finished with it.

40% of *Internet@Schools* recipients do not receive any other industry publication.

≫ *Internet@Schools* **readers include**

Library media specialists
Directors/teachers, department chairs
District/school administrators
Directors of A/V media service
Directors of technology/technology coordinators

Internet @SCHOOLS
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RATE CARD 2013

›› *Internet@Schools* Rate Card #19

Prices are quoted as black-&-white rates. For four-color process, add $1,195 per page.

SIZE	DIMENSIONS	1x	3x	5x
Full-Page Spread	15 1/2"w x 10"d	$5,550	$5,100	$4,900
Full Page	7"x10"	$2,775	$2,550	$2,450
2/3-Page Horizontal	7"x6 1/8"	$2,350	$2,155	$2,070
2/3-Page Vertical	4 1/2"x9 1/4"	$2,350	$2,155	$2,070
1/2-Page Spread	15 1/2"x4 1/2"	$4,100	$3,760	$3,600
1/2-Page Horizontal	7"x4 1/2"	$2,050	$1,880	$1,800
1/2-Page Vertical	4 1/2"x7"	$2,050	$1,880	$1,800
1/3-Page Square	4 1/2"x4 1/2"	$1,860	$1,720	$1,670
1/3-Page Vertical	2 1/8"x9 1/4"	$1,860	$1,720	$1,670
1/6-Page Vertical	2 1/8"x4 1/2"	$1,590	$1,460	$1,420

Bleeds*—add 1/4 inch to trim size all around for bleed
*Bleeds are available for Full Page, Full-Page Spread, and 1/2-Page Spread sizes only (15% extra charge for bleeds)

	FULL PAGE	FULL-PAGE SPREAD	1/2-PAGE SPREAD
Bleed size	8 3/4"w x 11 3/8"d	17"w x 11 3/8"d	17"w x 5 5/8"d
Trim Size	8 1/4"x10 7/8"	16 1/2"x10 7/8"	16 1/2"x5 1/2"
Live Copy	7 1/2"x10 1/4"	16"x10 3/8"	16"x5 1/8"

Advertising Regulations
› A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
› Advertisers using 3- or 5-time 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.
› Unless advertiser requests return of materials, they will not be returned, and later retrieval cannot be guaranteed.

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

Additional for Covers
› 2nd cover $495
› 3rd cover $445
› 4th cover $545

Special Positions
A 20% premium will be charged for a specified page or position on the page.

Color Ads (per page)
› $1,195 for 4-color process

Specifications
Publication size is 8 1/4"w x 10 7/8"d. Editorial pages are 3 columns wide. The magazine is printed by web offset, perfect bound.

For more information please contact:
David Panara
Advertising Sales Manager
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com

CLOSING DATES:

	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/14/12	11/30/12
March/April	1/18/13	2/1/13
May/June	3/19/13	4/2/13
September/October	7/18/13	8/1/13
November/December	9/18/13	10/2/13

Internet @ SCHOOLS An Educator's Guide to Technology and the Web

PRODUCTION REQUIREMENTS

Ad production requirements

www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date. *High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.*

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
- Bleeds and crops included

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

- Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif).
- For proper sizing of your ad, please refer to the publication's rate card.
- Add 1/4" on all sides for bleed.

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.

Submission on disc:

- Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.
- **Mail disc to:**
  Ad Trafficking Coordinator
  Information Today, Inc.
  143 Old Marlton Pike
  Medford, NJ 08055-8750
  (800) 300-9868 • (609) 654-6266, ext. 130
  Fax: (609) 654-4309
  adsubmit@infotoday.com

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue

For more information on advertising in *Internet@Schools*, contact:
David Panara • Advertising Sales Manager, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055, (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com

ABOUT/WEBSITE OVERVIEW

» **InternetatSchools.com** is the companion website for *Internet@Schools* magazine. InternetatSchools.com features breaking news, online research centers, and other school technology content. K–12 technology professionals can now get more *Internet@Schools* online! Users can also register for free on the website to receive additional web content, including an enewsletter and access to the product reviews section.

Online Research Centers—Past articles/features are organized by the editorial team into easily accessed Research Centers, which are featured on the left-hand column of the webpage.

Internet@Schools Xtra—Registered users will receive *Internet@Schools Xtra*, the enewsletter delivered biweekly, containing the latest industry news and product information in the K–12 technology marketplace.

Breaking News and More—Get product and industry news announcements and Free Resources, plus Cool Links to ed tech stories online, and ITI CrossLinks to interesting stories in *Internet@Schools* magazine's sister publications.

Product Reviews—Reviews are written by school technology professionals; listings feature information on the latest internet-based school technology products.

Best of *Internet@Schools*—Certain free full-text sample articles will be available every month on the website.

» **InternetatSchools.com** Online Research Center Topics

- ❯ Assessment
- ❯ Association News, Initiatives, Alerts
- ❯ Communications, Collaboration Tools
- ❯ Curriculum Standards
- ❯ Elementary Schools
- ❯ Grants, Funding, Free Resources
- ❯ Hardware
- ❯ History and Social Studies Resources
- ❯ Information Literacy, Research Strategies
- ❯ Legislation/Policy
- ❯ Math
- ❯ No Child Left Behind
- ❯ Online Databases, Resources, Reference Tools

- ❯ Security
- ❯ Streaming Media
- ❯ Technology Integration
- ❯ Tools and Cross-Curricular Resources
- ❯ Trends, Research, Reports
- ❯ Visual Learning
- ❯ Web Searching
- ❯ Wireless Technology
- ❯ Language Arts
- ❯ Library Automation
- ❯ Middle Schools
- ❯ Science
- ❯ Professional Development
- ❯ Projection & Presentation Systems

» **Audience**

InternetatSchools.com attracts K–12 educators who go to the website for the latest industry news and practical information to guide their decision making about "internet-based" school technology.

CONNECT with K–12 library and school technology professionals **ONLINE!**

For more information on advertising in *Internet@Schools*, contact:
David Panara • Advertising Sales Manager, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055, (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com

WEB ADVERTISEMENT & RATE CARD 2013

» Ad positions available

AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
728×90 (Leaderboard)	200k	Top	10,000	$75 CPM
468×60 (Top banner)	200k	Top	10,000	$60 CPM
120×600 (Skyscraper)	200k	Right	10,000	$75 CPM
125×125 (Tile)	200k	Left	10,000	$60 CPM
300×250 (Box)	200k	Right	10,000	$75 CPM

Ad specifications:
All files must be in either .jpg, .gif, or .swf format and must be no more than 200k in size.

» Enewsletter sponsorship opportunities:

Become the sponsor of the *Internet@Schools Xtra* email newsletter! Sponsorship gets your banner/descriptive text and link in front of more than 5,000 to 5,500 K–12 technology and media specialists, administrators, and educators who are interested in your product or service.

› **Includes:**
  › 75-word text description
  › 468×60 pixel web banner (.gif or .jpg)
  › linking URL

Internet@Schools Xtra
enewsletter sponsorships   **Net cost**
  › 1 issue sponsorship $350
  › 6 issue sponsorship $295
  › 12 issue sponsorship $255

Internet@Schools Xtra is now published 3x a month!

» RESERVE YOUR SPACE TODAY!

For more information on any of these advertising opportunities, contact:
David Panara • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com

» Additional enewsletter opportunities:

› *Internet@Schools Bulletin*, a stand-alone email
Cost: $1,200

You provide HTML creative and subject line and we send it out on your behalf

CONNECT with K–12
library and school technology
professionals **ONLINE!**

SPONSORED CONTENT
THE EDUCATOR'S GUIDE SUPPLEMENTS

» PLACE YOUR STORY IN FRONT OF ALL OF OUR READERS.

Get your message in front of *Internet@Schools* readers—the true decision makers in school technology purchases. Your case studies and white papers will go a long way to convince them that you have something they need for their K–12 school.

» If you have the message, we have the K–12 educators.

Internet@Schools readers love to hear how other educators and administrators have done things right.

Extend the reach of your existing case studies, testimonials, and short product overviews by placing them in front of readers looking for solutions. *Internet@Schools* is the perfect outlet for your message, delivering inquisitive, influential, tech-savvy K–12 educators and administrators.

Our Educator's Guide Sponsored Content series is also the perfect venue to discuss your development plans, or position your company in the marketplace. Why not give your CEO, chairman, or CTO a page in *Internet@Schools*?

Publish your paper or case study in any issue of *Internet@Schools*.

» Match your product, service, and message with the appropriate issue focus, then reach your buyers in just the right context with an *Internet@Schools* Educator's Guide Supplement.

TOPIC	AVAILABLE ISSUE	CONTENT DUE
Flipping the Classroom	January/February 2013	11/2/12
Common Core Standards as Learning Enhancement Tool	March/April 2013	1/7/13
Embracing the Digital Shift	May/June 2013	3/7/13
Mobile Devices and the Ubiquitous Classroom	September/October 2013	7/6/13
Social Media Road Maps: Who's Finding Their Way?	November/December 2013	9/6/13

For more information on any of these advertising opportunities, contact:
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SPONSORED CONTENT
THE EDUCATOR'S GUIDE SUPPLEMENTS

» How to sponsor content in *Internet@Schools*

Publish your case studies, testimonials, new product reviews, and product previews in any available issue. We will accept any case study or white paper that addresses the issue theme. For added exposure, your story will be available online at the internetatschools.com website and promoted via the *Internet@Schools Xtra* enewsletter.

› Just choose among the five issue focuses:
  › Flipping the Classroom
  › Common Core Standards as Learning Enhancement Tool
  › Embracing the Digital Shift
  › Mobile Devices and the Ubiquitous Classroom
  › Social Media Road Maps: Who's Finding Their Way?

  1. Submit a paper or case study to appear in any issue of any publication.
  2. Select one of our Special Collections for added attention.

› SPONSORED CONTENT PACKAGE INCLUDES
  › One or more pages of textual content
  › Bonus print distribution at selected shows (ask for details)
  › Free PDF of your content (including a cover of the magazine), with unrestricted use from your site, hotlinked from ours

› SUBMISSION FORMAT/SPECS
  › Text: Microsoft Word document, 750 words (edited/proofread) per page, or
    › 600 words with one 1-column image or
    › 500 words with one 2-column image

  › Company Logo: High-resolution EPS
  › Other images/screenshots: 300 dpi

* In keeping with the highest editorial standards, all content appearing under this program will be marked: "Sponsored Content."

» PAGE RATES for Sponsored Content in "Educator's Guide Supplement"
  › **$1,595** per page (black & white)
  › **$2,695** per page (full color)
  › all rates, net, per book, per issue

Inquire about discounts on multiple issues.

For more information please contact:
David Panara
Advertising Sales Manager
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com

PAGES STARTING AT
$1,595 (B&W)
$2,695 (Full Color)
All prices net, per issue, per publication

Internet
@SCHOOLS An Educator's Guide to Technology and the Web

MORE OFFERS AND OPPORTUNITIES
Commercial Reprints 2013

REACH OUT to the K–12 Community!

» Reprints price list

QUANTITY		8 1/2"x11"		11"x17" (BIFOLD)	11"x25 1/2" (TRIFOLD)
		1 SIDE	2 SIDES	2 SIDES	2 SIDES
500	Black-&-White	$400	$500	$700	$900
	Color	$800	$900	$1,300	$1,600
1,000	Black-&-White	$500	$600	$800	$1,000
	Color	$1,100	$1,200	$1,500	$1,800
2,000	Black-&-White	$600	$800	$1,000	$1,300
	Color	$1,200	$1,300	$1,900	$2,100
2,500	Black-&-White	$700	$900	$1,200	$1,400
	Color	$1,400	$1,500	$2,000	$2,300
3,000	Black-&-White	$800	$1,000	$1,300	$1,600
	Color	$1,500	$1,600	$2,200	$2,400
5,000	Black-&-White	$1,000	$1,200	$1,500	$2,000
	Color	$1,600	$1,800	$2,400	$2,900
10,000	Black-&-White	$1,200	$1,400	$2,100	$2,800
	Color	$1,800	$2,200	$3,100	$4,200
20,000	Black-&-White	$1,600	$1,800	$3,400	$4,400
	Color	$2,600	$3,000	$4,400	$6,300

» *Internet@Schools* REPRINTS

Internet@Schools reprints provide a cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information. Capitalize on your company's exposure by reprinting your feature story, profile, new product release, and more.

Reprints are still the most economical and effective way to dazzle your customers with independent, objective evidence of your product or solution's success.

Order reprints of favorable reviews, complimentary case studies, or in-depth background pieces that have been published in our independent press.

Article reprints are available for all Information Today, Inc. publications.

PDFs
› $550 per page

Paper
› 80 lb. White Gloss Stock

Shipping and handling
› Please note: Shipping and handling costs are not included in the prices. Reprints will be shipped UPS Ground unless otherwise requested

» Contact

David Panara • Advertising Sales Manager
(609) 654-6266 ext. 146 • (609) 257-0112 fax
dpanara@infotoday.com

ADVERTISING DEADLINES
& CONFERENCE DISTRIBUTION

MONTH	CONFERENCE DISTRIBUTION	AD MATERIALS DUE
Jan. 2013	❯ TCEA ❯ ALA Midwinter	10/2/12 (Nov/Dec)
March/April	❯ American Society for Indexing ❯ Association of Independent Information Professionals ❯ Computers in Libraries *(includes Internet@Schools East track)*	2/1/13 (Mar/Apr)
May/June/ July	❯ The American Library Association ❯ The Special Libraries Association	4/2/13 (May/June)
Sept./Oct./ Nov.	❯ American Society for Information Science & Technology ❯ Internet Librarian *(includes Internet@Schools West track)* ❯ KMWorld ❯ WebSearch University	8/1/13 (Sep/Oct)

❯❯ **Contact:**

David Panara • Advertising Sales Manager
(609) 654-6266 ext. 146 • (609) 257-0112 fax
dpanara@infotoday.com

INFORMATION TODAY, INC. LIVE STREAMING
AUDIO WEBCAST

Information Today, Inc. (ITI) Web Events are 1-hour topic- and sponsor-specific sessions broadcast live on the web with streaming audio and PowerPoint presentations. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

Information Today, Inc. will produce, market, and broadcast your 1-hour Web Event. All your bases are covered:

› Aggressive online and print advertising campaign

› Speakers can participate from their own offices

› Real-time polling, survey, and Q&A

› Attendee registration, monitoring, and reporting

› Event archiving and online posting on the infotoday.com website for anytime, on-demand viewing for 1 year

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

Event Marketing

For your Web Event, ITI will design and produce:

› An online invitation with your company logo and session content summary to be placed on the infotoday.com website

› A full-page, 4-color ad in *Information Today, Computers in Libraries, and Online Searcher* publications

› Promotional ad in the ITI enewsletter, *NewsLinks*

› A banner to run on the infotoday.com website

All registrants will receive a reminder phone call and email blast prior to the event.

Moderators/Industry Experts

› The sponsor will provide a moderator/industry expert to facilitate the event, or, ITI will provide one at an additional cost.

Web Event Program & Highlights

› 1-hour event, complete with streaming audio, 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 (archive viewer leads will be provided for 90 days)

› A file of your event will be provided upon request for local playback (hosting on your site, trade shows, sales presentations, etc.)

› Event presentation (PDF of Slide Deck) available online post event for viewing and downloading

The entire event will be created (with the assistance of the sponsor), managed, and executed by ITI. Our production personnel will assist all participants.

Cost: Call for pricing

Contact us to discuss your infotoday.com event:

David Panara • Advertising Sales Manager
(609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com

ONLINE ADVERTISING OPPORTUNITIES 2013
WWW.INFOTODAY.COM

» www.infotoday.com—the No. 1 online destination for the information industry

Our mission is to be the leading information provider serving the library and information professional community. The audience for the Information Today, Inc. website comprises subscribers to our various publications—*Computers in Libraries*, *Information Today*, *Online Searcher*—as well as professionals who want information on our conferences, directories, or other ITI content. This website includes our conference pages for the popular **Computers in Libraries** and **Internet Librarian** conferences.

» Traffic

The Information Today, Inc. website is now averaging more than 50,000 visitors each month, delivering more than 380,000 ad impressions monthly.
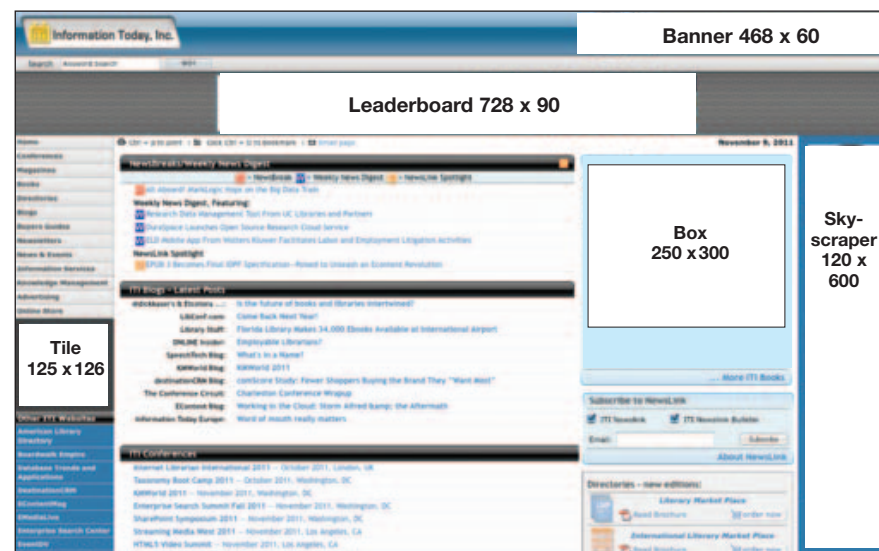
ONLINE ADVERTISING RATES 2013

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	200k	Top	20,000	$75 CPM
Banner	468x60	200k	Top	20,000	$60 CPM
Skyscraper	120x600	200k	Right	20,000	$75 CPM
Tile	125x125	200k	Left	20,000	$60 CPM
Box	300x250	200k	Center	35,000	$75 CPM
	text links	text only	Bottom	1 month/unlimited	$750 month

File format: JPG or GIF. Flash files are also acceptable.

For more information on any of these advertising opportunities, contact:
David Panara
Advertising Sales Manager
(609) 654-6266 ext. 146
(609) 257-0112 fax
dpanara@infotoday.com

MORE OFFERS AND OPPORTUNITIES
ITI *NewsLink* 2013

» *NewsLink* is a free email newsletter designed by Information Today, Inc. (ITI) 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 two times a week (Mondays and Thursdays) to our 7,500–8,000 subscribers. Each issue contains original content, the latest headlines in the information industry, and longer feature articles.

Each issue of *NewsLink* has an exclusive sponsor. As a sponsor of this enewsletter, you can make a direct impact on your core audience.

› **Located at the top of the issue, your sponsorship includes:**

› 468×60 BANNER (JPG OR GIF FORMAT; NO LARGER THAN 40K FILE SIZE)

› 75 WORDS OF TEXT

› LINKING URL

» ADDITIONAL **OPPORTUNITY**

ITI BULLETIN, A STAND-ALONE EMAIL

› **In addition to our sponsorships, we are offering you exclusive, stand-alone email offers to our 6,800-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.

For more information on any of these advertising opportunities, contact:
David Panara • (609) 654-6266 ext. 146 • (609) 257-0112 fax • dpanara@infotoday.com

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ITI *NEWSLINK* RATES 2013

› 1x $595
› 6x $495
› 12x $445

› **For sample newsletters, go to www.infotoday.com/newslink/archives.shtml.**

Your sponsorship message must be received at least five business days prior to issue date. Due to the increase in subscribers, prices are subject to change upon expiration of your agreement.

MORE OFFERS AND OPPORTUNITIES
Mail List Rental Rates 2013

» Periodicals

	NAMES	COST
Information Today, Inc. Catalog List	9,000 *(minimum order 3,000)*	$130/M
***Information Today* Subscribers** The Newspaper for Users and Producers of Digital Information Services	1,600	$640 Flat
***Computers in Libraries* Subscribers** Provides Complete Coverage of Library Information Technology	3,000	$695 Flat
***Online Searcher* Subscribers** The Go-To Pub Tailored to the Library and Info Pro Communities	3,000	$695 Flat
***MLS: Marketing Library Services* Subscribers** The "How-To" Marketing Newsletter Written Specifically for Librarians	550	$150 Flat
***Intranets* Subscribers** The Newsletter Covering Enterprise Strategies and Solutions	150	$100 Flat
***The CyberSkeptic's Guide* Subscribers** The Newsletter for Internet Research	400	$175 Flat
***The Information Advisor* Subscribers** The Newsletter for Business Information Professionals	300	$150 Flat

NOTE: The list rental name availability shown above for Information Today, Computers in Libraries, and Online Searcher does not necessarily match the actual circulation figures for these publications. The actual circulation figures for these publications are typically higher than those that are available for rent. Names available for rent are approximate and subject to change. Ask your sales representative for the most current counts.

» Augment your ads and sponsorships with direct mailings to our customer lists.

List rentals are for one-time use only and are available on pressure-sensitive, four-across Cheshire labels, on disc, or via email in ASCII comma-delimited format ($35 surcharge).

» Contact

Michael Zarrello
Advertising Sales Director
(609) 654-6266 ext. 132 • (609) 714-2159 fax
mzarrello@infotoday.com

Other periodical mail lists available for rental:

KMWorld Subscribers—For pricing and counts, contact Judie Webster at (207) 236-8524 ext. 325.

CRM Subscribers—For pricing and counts, contact ALC at (800) 252-5478.

EContent Subscribers—For pricing and counts, contact ALC at (800) 252-5478.

Internet@Schools Subscribers—For pricing and counts, contact Worldata at (800) 331-8102.

Streaming Media Magazine Subscribers—For pricing and counts, contact Worldata at (800) 331-8102.

Information Today, Inc.

MORE OFFERS AND OPPORTUNITIES
Mail List Rental Rates 2013

» Conference Attendee Lists

	NAMES	COST
Computers in Libraries 2012 Attendees	2,000	$395 Flat
Internet Librarian 2012 Attendees	1,000	$255 Flat
KMWorld 2012 Attendees	1,000	$400 Flat
WebSearch University 2012 Attendees	250	$150 Flat

NOTE: List prices and counts subject to change. Check with your ITI sales representative for the most up-to-date information.

» Directory Lists

American Library Directory™—Continuously updated list of North American libraries, librarians, consortia, etc. For pricing and counts, contact DM2 lists at (800) 323-4958.

American Book Trade Directory™—Continuously updated list of North American bookstores, book distributors, etc. For pricing and counts, contact DM2 lists at (800) 323-4958.

Literary Market Place™—Continuously updated list of book publishers and book publishing industry suppliers. For pricing and counts, contact DM2 lists at (800) 323-4958.

Normal Shipping: *10 days after receipt*
Special Shipping: *5 days after receipt (Note: A 5% surcharge will be added.)*

» Augment your ads and sponsorships with direct mailings to our customer lists.

List rentals are for one-time use only and are available on pressure-sensitive, four-across Cheshire labels, on disc, or via email in ASCII comma-delimited format ($35 surcharge).

» Contact

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Information Today, Inc.

INFORMATION TODAY, INC. PUBLICATIONS

Computers in Libraries   Frequency: 10 issues/year

CIL's reader-friendly features focus on practical applications of technology in public, school, academic, corporate, and special libraries. CIL is the information professional's first choice for accurate and practical information regarding cutting-edge information and library technology.

CRM   Frequency: 12 issues/year

CRM is the leading publication serving the field of customer relationship management. CRM is targeted to senior-level management in corporate, sales, marketing, service, and information technology.

DBTA   Frequency: 4 issues/year

For more than 21 years, Database Trends and Applications (DBTA) magazine has covered the technologies and processes involved in every aspect of the creation, management, application, and storage of structured and unstructured data to create business value and competitive advantage for enterprises of all sizes in all industries.

EContent   Frequency: 10 issues/year

EContent clearly identifies and explains emerging digital content trends, strategies, and resources to help professionals find a clear path to profits and improved business processes.

Information Today   Frequency: 11 issues/year

Information Today is the only newspaper designed to meet the needs of the information professional. Information Today delivers total coverage of late-breaking news and long-term trends in the information industry.

Internet@Schools   Frequency: 5 issues/year

Internet@Schools is a source of practical information for school librarians and technology specialists about today's and tomorrow's education technology tools and resources and how they can be used to further teaching and learning.

KMWorld   Frequency: 10 issues/year

KMWorld is dedicated to document, content, knowledge management, and business process management. In many organizations, solutions in these critical areas are sorely lacking.

Online Searcher   Frequency: 6 issues/year

Online Searcher is the "go-to" publication for leading-edge information tailored to the library and information profession community. Learn how to manage online research projects, conduct successful searches, and much more.

Speech Technology   Frequency: 4 issues/year

Speech Technology magazine is recognized worldwide as the leading source of information on products, services, and technology related to the speech technology field.

Streaming Media   Frequency: 6 issues/year

Streaming Media magazine is a bimonthly resource for executives and technology managers who use online video and audio for both business communication and delivery of consumer content.

Information Today, Inc.

EVENTS CALENDAR 2013

Computers in Libraries   April 8–10, 2013
Computers in Libraries is the leading conference for librarians and information professionals who need to know about the latest technologies, equipment, software, and services available (www.infotoday.com/cil2013). Also features Internet@Schools East (www.infotoday.com/internet@schools).

Washington, D.C.

Content Delivery Summit East   May 20, 2013
The Content Delivery Summit is a 1-day conference designed to bring together telecom carriers, service providers, content owners, and industry vendors for a detailed look at CDN platforms and the delivery of video and rich-media content (www.content deliverysummit.com/2013).

New York City

Enterprise Search Summit May/Fall   May: May 21–22, 2013
                                            Fall: November 6–8, 2013
Enterprise Search Summit is an intensive 2-day conference that is totally focused on the nuts and bolts of how to plan for, choose, and deploy an internal search capability (www.enterprisesearchsummit.com).

New York City/Washington, D.C.

Streaming Media East/West   East: May 21–22, 2013
                                            West: November 19–20, 2013
The Streaming Media conferences are where the streaming industry intersects with the business world. Streaming professionals, technology experts, and business executives gather to learn how to use streaming and digital media in their organizations (www.streamingmedia.com).

New York City/Los Angeles

CRM Evolution   August 19–21, 2013
Organized by *CRM* magazine, CRM Evolution is quickly gaining recognition as both a valuable networking opportunity for top CRM executives and an excellent learning experience for top-level professionals involved in CRM purchasing decisions (www.destinationCRM.com).

New York City

Customer Service Experience   August 19-21, 2013
Attendees come to this 3-day event to hear consultants, analysts, and customers share their expertise on how to deliver exceptional customer care across all channels (www.custservexperience.com).

New York City

Conference dates and locations subject to change.

SpeechTEK   August 19–21, 2013
SpeechTEK is the leading voice and speech technology conference in the U.S., exploring how voice and speech technology solutions can change the way businesses reach out to their customers and looking at how organizations can integrate speech technology in new products and services or deploy them in their business operations (www.speechtek.com).

New York City

WebSearch University   September 2013
WebSearch University is a valuable, intensive learning opportunity where intermediate to advanced web searchers can improve their skills and learn new search tactics, strategies, and tools (www.websearchu.com).

Washington, D.C.

Internet Librarian   October 28–30, 2013
Internet Librarian is the only conference designed for information professionals who are using, developing, and embracing internet and web-based strategies (www.infotoday.com/il2013). Also features Internet@Schools West (www.infotoday.com/internet@schools).

Monterey, Calif.

Taxonomy Boot Camp   November 5–6, 2013
This 2-day program presents the latest developments in taxonomy software and best practices in the field as attendees learn from the experts and become part of a growing network of practitioners and learners in the world of taxonomy (www.taxonomy bootcamp.com/2013).

Washington, D.C.

KMWorld   November 6–8, 2013
KMWorld is the global conference and showcase designed for developing and evaluating enterprisewide strategies and for implementing collaborative intranet and portal strategies and technologies that meet organizational goals (www.kmworld.com).

Washington, D.C.

SharePoint Symposium   November 6–8, 2013
The intensive, 2-day symposium offers independent assessments of SharePoint that will help you make better decisions about whether—and where—to employ the platform and how to develop a broader strategy for your enterprise (www.sharepoint symposium2013.com).

Washington, D.C.

Enterprise Video Conference   November 19–20, 2013
At this 2-day show, find out how strategic use of video technologies, both inside and outside the firewall, is helping enterprises better serve their employees, investors, customers, and prospective customers (www.enterprisevideoconference.com).

Los Angeles