

Internet @SCHOOLS

An Educator's Guide to Technology and the Web



MEDIA KIT

Learning Platforms/
Learning Management
Systems

Media Literacy
and Security

Curriculum Alignment
and Technology

Content Collaboration

Mobile Devices,
Cool Gadgets, and More

2012

WELCOME TO *INTERNET@SCHOOLS*

Dear Colleague:

Welcome to the 2012 *Internet@Schools* media kit!

The upcoming year figures to be another one in which the education community faces change of all sorts. Change in the form of new and existing internet-based technologies and internet-based learning environments. Change in how the internet is being harnessed for education. Change in the internet itself as it infuses everything education-related.

As you know, we changed and updated *Multimedia & Internet@Schools* magazine to *Internet@Schools* in 2011 to reflect the internet's central place in our coverage of educational technology. We aim in 2012 to continue our ever-sharper editorial focus on the internet as the technological underpinning for 21st-century education, making *Internet@Schools* an even better editorial product for our internet-savvy, information-hungry, technology-minded educator readers.

This year, in our features we'll be addressing the subjects of learning platforms and learning management systems, media literacy and security, curriculum alignment and technology, content collaboration, mobile devices, cool gadgets, 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.

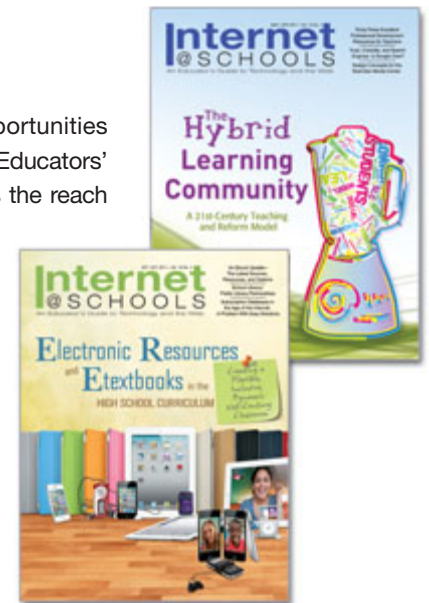
We also offer marketing and publicity opportunities through our issue-theme-related white paper/Educators' Guide supplement program, which combines the reach of *Internet@Schools* magazine with that of the *Internet@Schools Xtra* enewsletter.

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
Editor, *Internet@Schools* magazine
hoffmand@infotoday.com



Editor

David Hoffman
14508 NE 20th Ave., Suite 102
Vancouver, WA 98686
(360) 882-0988
(360) 882-9174 fax
hoffmand@infotoday.com

Contributing Editor/ Reviews Editor

Victor Rivero
1340 Farnham Point, Suite 101
Colorado Springs, CO 80904
(323) 823-4192
Victor@VictorRivero.com

WHAT IS INTERNET@SCHOOLS?

- » **Internet@Schools** is a magazine with an accompanying website and e-newsletter, 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 those 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 2012 include



- » **Learning Platforms/ Learning Management Systems;**
- » **Media Literacy and Security;**
- » **Curriculum Alignment and Technology;**
- » **Content Collaboration;** and
- » **Mobile Devices, Cool Gadgets, and More.**

- » **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), 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 elsewhere in this media kit for more information.

EDITORIAL CALENDAR 2012

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
JANUARY/FEBRUARY	11/1/11	11/15/11	12/1/11

- » **LEARNING PLATFORMS/ LEARNING MANAGEMENT SYSTEMS**
- » Tools for Learning: LMSs and Learning Platforms—What They Can Do for You Now

- PLUS**
- » The LMS in Action—Examples From the Field
 - » **White Paper:** Leveraging the Learning Management System to Move All Education Stakeholders Ahead
 - * **Conference Distribution:** FETC

MARCH/APRIL	1/6/12	1/17/12	2/2/12
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- » **MEDIA LITERACY AND SECURITY**
- » Tools for Learning: Developing Media-Literate Students in a Media-Saturated World

- PLUS**
- » Trends in Search, Research, and Safety
 - » **White Paper:** The Path to Media Literacy
 - * **Conference Distribution:** *Computers in Libraries, Internet@Schools East, American Society for Indexing, and Association of Independent Information Professionals*

MAY/JUNE	3/1/12	3/19/12	4/3/12
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- » **CURRICULUM ALIGNMENT AND TECHNOLOGY**
- » Tools for Learning: Aligning Instruction With Learning Goals and Assessments

- PLUS**
- » Case Studies in Curriculum Alignment
 - » **White Paper:** Curriculum Development, Instructional Strategies, and Alignment
 - * **Conference Distribution:** *SLA, ALA, Streaming Media East*

	EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE
SEPTEMBER/OCTOBER	7/9/12	7/17/12	8/2/12

- » **CONTENT COLLABORATION**
- » Tools for Learning: Resources for Accessing ... and Sharing ... It All

- PLUS**
- » “Social Work”—Students Creating and Working Together
 - » **White Paper:** Collaboration—A 21st-Century Education Imperative
 - * **Conference Distribution:** *Internet Librarian, Internet@Schools West, WebSearch University, American Society for Information & Science Technology, and KM World*

NOVEMBER/DECEMBER	9/7/12	9/17/12	10/3/12
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- » **MOBILE DEVICES, COOL GADGETS, AND MORE**
- » Tools for Learning: So Now What's New and Useful? Plenty!

- PLUS**
- » Leveraging the Latest Learning Devices
 - » **White Paper:** State-of-the-Art Mobile Learning
 - * **Conference Distribution:** *Online Information UK, Streaming Media West*

Editor

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(323) 823-4192
Victor@VictorRivero.com

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



RATE CARD 2012

» Internet@Schools 2012 Rate Card #18

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" x 10"	\$2,775	\$2,550	\$2,450
2/3 Page Horizontal	7" x 6 ¹ / ₈ "	\$2,350	\$2,155	\$2,070
2/3 Page Vertical	4 ¹ / ₂ " x 9 ¹ / ₄ "	\$2,350	\$2,155	\$2,070
1/2 Page Spread	15 ¹ / ₂ " x 4 ¹ / ₂ "	\$4,100	\$3,760	\$3,600
1/2 Page Horizontal	7" x 4 ¹ / ₂ "	\$2,050	\$1,880	\$1,800
1/2 Page Vertical	4 ¹ / ₂ " x 7"	\$2,050	\$1,880	\$1,800
1/3 Page Square	4 ¹ / ₂ " x 4 ¹ / ₂ "	\$1,860	\$1,720	\$1,670
1/3 Page Vertical	2 ¹ / ₈ " x 9 ¹ / ₄ "	\$1,860	\$1,720	\$1,670
1/6 Page Vertical	2 ¹ / ₈ " x 4 ¹ / ₂ "	\$1,590	\$1,460	\$1,420

Bleeds

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 " x 10 ⁷ / ₈ "	16 ¹ / ₂ " x 10 ⁷ / ₈ "	16 ¹ / ₂ " x 5 ¹ / ₂ "
Live Copy	7 ¹ / ₂ " x 10 ¹ / ₄ "	16" x 10 ³ / ₈ "	16" x 5 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 8¹/₄"w x 10⁷/₈"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	11/15/11	12/01/11
March/April	1/17/12	2/2/12
May/June	3/19/12	4/3/12
September/October	7/17/12	8/2/12
November/December	9/17/12	10/3/12

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 Macintosh format Photoshop TIFF and/or Illustrator EPS files (CS4 or earlier only).

- › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs
- › Illustrator EPS files (CS4 or earlier only) for Macintosh—CMYK color, 300 dpi images, fonts converted to outlines, 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., .eps, .pdf, .tif).
- › For proper sizing of your ad, please refer to the publication's rate card.
- › Add 1/4" on all sides for bleed.

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

❖ File submission instructions:

› To upload files via the web:

Using your web browser, log onto <http://files.infotoday.com>.

Username: advert (case-sensitive)

Password: advert1 (case-sensitive)

Please indicate advertiser, publication, and issue in which ad will be placed in the description field.

› 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.

› Email:

Ads sent via email must not exceed 10MB gross file size.

Email files to adsubmit@infotoday.com.

Once the file is uploaded, or the disc has been mailed, please email to adsubmit@infotoday.com the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.

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 clear fax proof for B/W ads is acceptable. Fax copies to Ad Traffic Coordinator at (609) 654-4309.

Send ad materials, correspondence, and proofs to:

Michael Hardwick

Information Today, Inc.

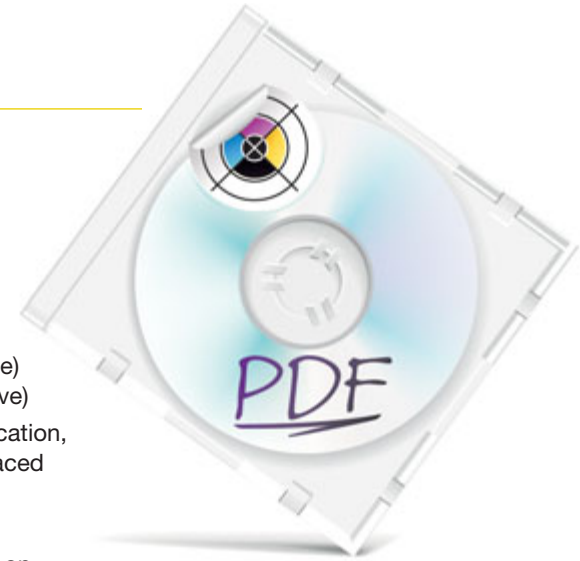
143 Old Marlton Pike, Medford, NJ 08055-8750

(800) 300-9868; (609) 654-6266, ext. 130

Fax: (609) 654-4309

mhardwick@infotoday.com

Please identify material by name of advertiser and magazine issue.



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 newsletter 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 newsletter delivered biweekly, containing the latest industry news and product information in the K–12 technology marketplace.

Breaking News and More—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 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:

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WEB ADVERTISEMENT & RATE CARD 2012

» Ad positions available

AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
728x90 (Leaderboard)	30k	Top	10,000	\$75 CPM
468x60 (Top banner)	30k	Top	10,000	\$60 CPM
120x600 (Skyscraper)	30k	Right	10,000	\$75 CPM
125x125 (Tile)	30k	Left	10,000	\$60 CPM

Ad specifications:

All files must be in either .jpg, .gif or .swf format and must be no more than 30k 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 5,500 to 6,000 K-12 technology and media specialists, administrators, and educators who are interested in your product or service.

» Includes:

- » 75-word text description
- » 468x60 pixel web banner (.gif or .jpg)
- » linking URL

Internet@Schools Xtra enewsletter sponsorships

- | | |
|------------------------|-------|
| » 1 issue sponsorship | \$350 |
| » 6 issue sponsorship | \$295 |
| » 12 issue sponsorship | \$255 |

Net cost

*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 newsletter 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 EDUCATORS' 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, teach-savvy K–12 educators and administrators.

Our Educators' 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* Educators' Guide Supplement.

TOPIC	AVAILABLE ISSUE	CONTENT DUE
Leveraging the Learning Management System	January/February 2012	11/21/11
The Path to Media Literacy	March/April 2012	1/23/12
Curriculum Development, Instructional Strategies, and Alignment	May/June 2012	3/23/12
Collaboration—A 21st Century Imperative	September/October 2012	7/23/12
State-of-the-Art Mobile Learning	November/December 2012	9/24/12

For more information on any of these advertising opportunities, contact:

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SPONSORED CONTENT

THE EDUCATORS' 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* newsletter.

➤ Just choose among the five issue focuses:

- Leveraging the Learning Management System
- The Path to Media Literacy
- Curriculum Development, Instructional Strategies, and Alignment
- Collaboration—A 21st Century Imperative
- State-of-the-Art Mobile Learning

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 "Educators' 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:

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dpanara@infotoday.com

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



MORE OFFERS AND OPPORTUNITIES

Commercial Reprints 2012



» Reprints price list

QUANTITY		8 ¹ / ₂ "x11"		11"x17"	11"x25 ¹ / ₂ "
		1 SIDE	2 SIDES	(BIFOLD) 2 SIDES	(TRIFOLD) 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

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(609) 654-6266 ext. 146 • (609) 257-0112 fax
dpanara@infotoday.com

ADVERTISING DEADLINES & CONFERENCE DISTRIBUTION

MONTH	CONFERENCE DISTRIBUTION	AD MATERIALS DUE
March/April	<ul style="list-style-type: none"> › American Society for Indexing › Association of Independent Information Professionals › Computers in Libraries › Internet@Schools East 	2/2/12 (Mar/Apr)
May/June/ July	<ul style="list-style-type: none"> › The American Library Association › The Special Libraries Association › Streaming Media East 	4/3/12 (May/June)
Sept./Oct.	<ul style="list-style-type: none"> › American Society for Information Science & Technology › Internet@Schools West › Internet Librarian › KMWorld › Web Search University 	8/2/12 (Sep/Oct)
Nov./Dec.	<ul style="list-style-type: none"> › Online Information UK › Streaming Media West 	8/2/12 (Sep/Oct)
Jan. 2013	<ul style="list-style-type: none"> › FETC 	10/3/12 (Nov/Dec)



» Contact:

David Panara • Advertising Sales Manager
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dpanara@infotoday.com

ONLINE ADVERTISING OPPORTUNITIES 2012

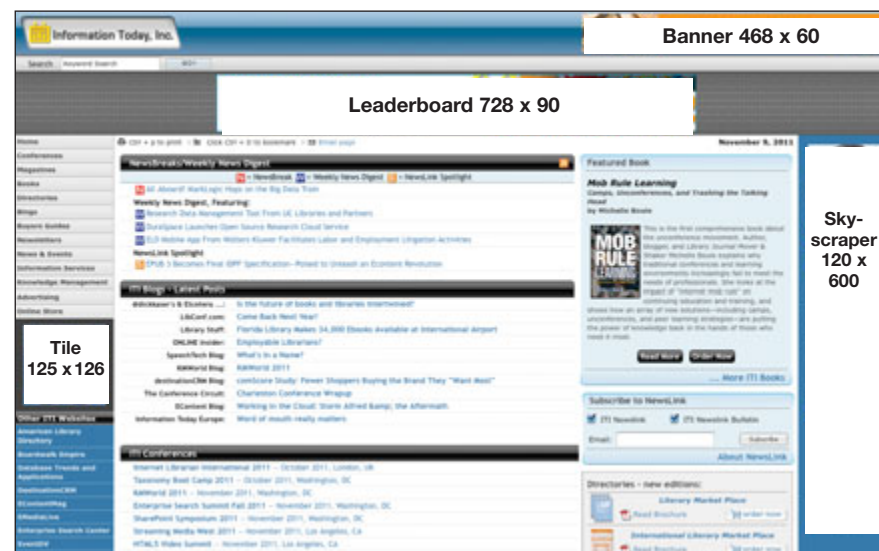
WWW.INFOTODAY.COM

❖ 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 60,000 visitors each month, delivering more than 480,000 ad impressions monthly.



ONLINE ADVERTISING RATES 2012

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728x90	30k	Top	20,000	\$75 CPM
Banner	468x60	30k	Top	20,000	\$60 CPM
Skyscraper	120x600	30k	Right	20,000	\$75 CPM
Tile	125x125	30k	Left	20,000	\$60 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 2012

- ❖ **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-plus subscribers. Each issue will contain 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:

- 468x60 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:

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ITI NEWSLINK RATES 2012

- 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 2012

» Periodicals

	NAMES	COST
Information Today, Inc. Catalog List	9,000 <i>(minimum order 3,000)</i>	\$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
Searcher Subscribers The Magazine for Database Professionals	1,500	\$595 Flat
ONLINE Subscribers Exploring Technology & Resources for Information Professionals	1,900	\$695 Flat
MLS: Marketing Library Services Subscribers A "How-To" Marketing Newsletter Written Specifically for Librarians	550	\$150 Flat
Intranets Subscribers A 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 A Newsletter for Business Information Professionals	300	\$150 Flat

NOTE: The list rental name availability shown above for Information Today, Computers in Libraries, Searcher, and ONLINE do 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.

» 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.

MORE OFFERS AND OPPORTUNITIES

Mail List Rental Rates 2012

❖ Conference Attendee Lists

	NAMES	COST
Computers in Libraries 2011 Attendees	2,000	\$395 Flat
Internet Librarian 2011 Attendees	1,000	\$255 Flat
KMWorld 2011 Attendees	1,000	\$400 Flat
WebSearch 2011 University 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.

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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

Frequency: **6 issues/year**

ONLINE: Exploring Technology & Resources for Information Professionals is written for librarians and other professionals who routinely use online services for information delivery.

Searcher

Frequency: **10 issues/year**

Searcher: The Magazine for Database Professionals explores and deliberates on a comprehensive range of issues important to the professional database searcher.

Speech Technology

Frequency: **6 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.

EVENTS CALENDAR 2012

Computers in Libraries

March 21–23, 2012

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/cil2012). Also features Internet@Schools East (www.infotoday.com/internet@schools).

New York City/Washington, D.C.

Content Delivery Summit East

May 14, 2012

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.contentdeliverysummit.com/2012).

New York City

Enterprise Search Summit May/Fall

May: May 15–16, 2012
Fall: October 17–19, 2012

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.enterprisearchsummit.com).

New York City/Washington, D.C.

Streaming Media East/West

East: May 15–16, 2012
West: October 30–31, 2012

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 13–15, 2012

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

SpeechTEK

August 13–15, 2012

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

Fall 2012

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.

Taxonomy Boot Camp

October 16–17, 2012

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.taxonomybootcamp.com/2012).

Washington, D.C.

KMWorld

October 17–19, 2012

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

October 18–19, 2012

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.sharepointsymposium2012.com).

Washington, D.C.

Internet Librarian

October 22–24, 2012

Internet Librarian is the only conference designed for information professionals who are using, developing, and embracing Internet and web-based strategies (www.infotoday.com/il2012). Also features Internet@Schools West (www.infotoday.com/internet@schools).

Monterey, Calif.

HTML5 Video Summit

October 30–31, 2012

An intense, 2-day program, HTML5 Video Summit, co-located with Streaming Media West, includes how-to sessions, demos, case studies, roundtable panels, and more to help you find out how HTML5 can help your business move forward (www.html5videosummit.com).

Los Angeles

Conference dates and locations subject to change.