

## 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 e-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 e-newsletter 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.

### ➔ 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.

**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 on 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.

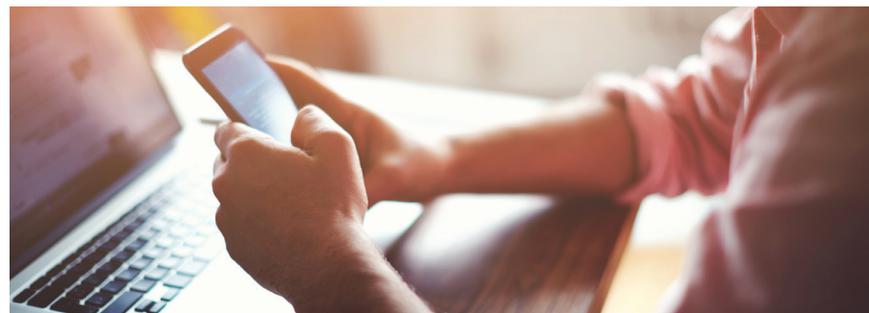
**57%** of *Internet@Schools* readers took some type of action as a result of seeing advertisements.

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**

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



# WEB ADVERTISEMENT & RATE CARD 2016

## ➤ Ad positions available

AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
728x90 (Leaderboard)	200k	Top	10,000	\$75 CPM
468x60 (Top banner)	200k	Top	10,000	\$60 CPM
120x600 (Skyscraper)	200k	Right	10,000	\$75 CPM
125x125 (Tile)	200k	Left	10,000	\$60 CPM
300x250 (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.

## ➤ Newsletter 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 4,000 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* newsletter sponsorships

	Net cost
› 1-issue sponsorship	\$350
› 6-issue sponsorship	\$295
› 12-issue sponsorship	\$255



## ➤ RESERVE YOUR SPACE TODAY!

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

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

## ➤ Additional newsletter opportunities:

### › *Internet@Schools Bulletin*, a standalone 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!**



## MORE OFFERS AND OPPORTUNITIES

### ➔ ENEWSLETTERS

*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 once a week (Tuesday) to our 10,000-plus subscribers. Each issue contains original content, the latest headlines in the information industry, and longer features called Spotlight articles.

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:

- › 468x60 BANNER  
(JPG OR GIF FORMAT; NO LARGER THAN 40K FILE SIZE)
- › 75 WORDS OF TEXT
- › LINKING URL

ITI NEWSLINK	
RATES 2015	
› 1x	\$595
› 6x	\$495
› 12x	\$445

### ➔ ITI ENEWSLETTERS, A STANDALONE EMAIL

- › In addition to our sponsorships, we are offering you exclusive, standalone email offers to our 8,200-plus subscriber base.
- › COST: \$1,500
- › YOU provide HTML creative and Subject Line.
- › WE send it out on your behalf.

### ➔ LIVE STREAMING WEBINARS

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. ITI provides

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

### ➔ ARTICLE PDFs AND REPRINTS

Capitalize on your company's exposure by reprinting your feature stories, profiles, case studies, and more. This is a proven cost-effective marketing and sales tool that will help educate your customers and prospects with timely promotional information.

### ➔ LIST RENTALS

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

**ITI Magazine Subscribers**—*Computers in Libraries, Online Searcher, and Information Today,*

**ITI Sponsored Conference Attendee Lists**—Computers in Libraries Conference, Internet Librarian Conference, KMWorld Conference, and WebSearch University.

**ITI Directories Subscribers**—*American Library Directory™, American Book Trade Directory™, and Library Market Place Directory™*

### ➔ SPONSORED CONTENT

#### The Educator's Guide Supplements

Publish your case studies, white papers, testimonials, new product reviews, and product previews in any available issue. Match your product, service, and message with the appropriate issue focus—five in all. For added exposure, your content will be available online at the Internet@Schools website and promoted via the *Internet@Schools Xtra* newsletter.

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