

COMPUTERS LIBRARIES

**INFORMATION
TODAY**

The Newsmagazine for Users and Producers of Digital Information Services

2024 MEDIA KIT

Online

Print

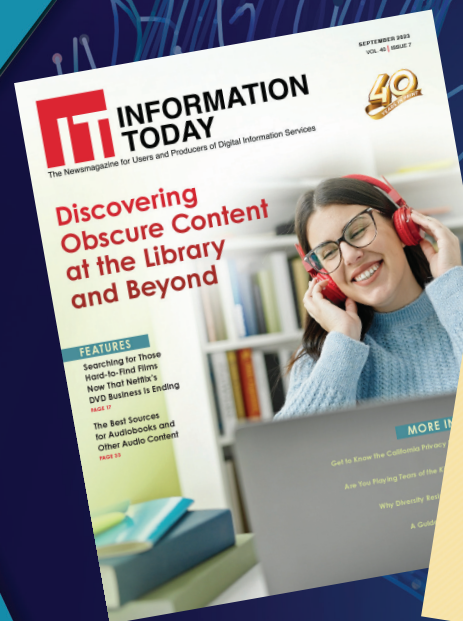
Enewsletters

Library Conferences

Live-Streaming Webcasts

White Papers

Sponsorships



WWW.INFOTODAY.COM

Utilize the following programs to effectively market your library products and services.

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

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 and *Information Today*, offer the easiest and possibly the best opportunity to connect with public, academic, special, and government librarians; information professionals; online researchers; industry consultants; content managers; and business and publishing executives.

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

Here are just a few of the products, technologies, and services covered in *Computers in Libraries* and *Information Today*:

- 3D printers
- authentication solutions
- automation systems
- cloud-based IT and information storage systems
- digital collections
- digital storage equipment
- discovery systems
- document delivery systems
- document imaging systems
- ebooks
- handheld and mobile systems
- library automation systems
- makerspace equipment
- OPAC systems
- podcasting equipment
- streaming media
- web-scale management systems

➔ **Please contact LaShawn Fugate,**
Account Executive, Advertising and
Conference Sales
Call **(859) 278-2223, ext. 104**
or email **lashawn@infoday.com**



REACH KEY LIBRARIANS

and other influential professionals who are ready to recommend and purchase your products and services.

Information Today, Inc. (ITI)'s prime audience includes paid subscribers, readers, and users of our respected publications, newsletters, blogs, and databases. They attend and participate in ITI-sponsored conferences and webinars as well as purchase books, directories, research services, and reports.

Subscribers include frontline professionals with the influence and the budgets to purchase everything from databases, ejournals, and ebook collections to subscription systems, information platforms, discovery systems, and more.

They work at public, academic, special (corporate, government, legal, medical, association-affiliated), and STM libraries and schools. They are information professionals, researchers, consultants, publishing executives, web and content managers, acquisition specialists, and business managers.

Let ITI help you attain your marketing objectives and maintain your presence and position in the library market.

Build and sustain brand awareness, generate qualified leads, and grow revenues with these proven marketing programs.

➤ **Please contact LaShawn Fugate**, Account Executive, Advertising and Conference Sales

Call (859) 278-2223, ext. 104 or email lashawn@infotoday.com.

Take advantage of multiple marketing channels

- **Print and PDF:** Advertise your products and services in *Computers in Libraries* and *Information Today* magazines. Premium positioning is available. Place a white paper, case study, or advertorial as part of an online lead-generation program
- **Online:** Live-streaming webinars, newsletter sponsorships, dedicated email blasts, digital banner ads, and cost-per-lead content syndication programs
- **ITI-hosted conferences and sponsorships:** Computers in Libraries and Internet Librarian



MIX YOUR MESSAGE

With the publications librarians and info pros love to read

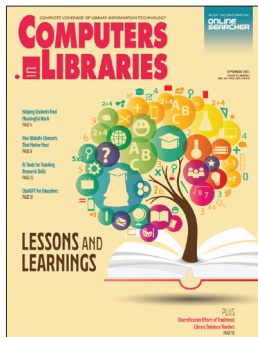


Information Today The Newsmagazine for Users and Producers of Digital Information Services

Brandi Scardilli, Editor

Information Today (IT) is published nine times a year and keeps information professionals in the know about news and industry trends that shape our world. *IT* offers hard-hitting features that provide insight and analysis into the field of libraries and info pros, while delivering updates about the latest innovative services and products. *IT* tackles the news from all angles to make sure its readers are kept informed on all fronts.

Information Today magazine is also available as a PDF (with live links).



Computers in Libraries Complete Coverage of Library Information Technology

Dick Kaser, Executive Editor

Computers in Libraries (CIL) is published 10 times a year and serves as a showcase and forum for library tech professionals to share their success stories. The magazine's focus is on practical applications of technology in public, academic, corporate, special, and school libraries.

CIL is the librarian's only independent, peer-to-peer resource on library systems. It's all tech, all the time.

CIL now incorporates the long-standing *Online Searcher*, providing increased coverage of search technologies, search engines, search strategies, and more.

Be a part of the *CIL* community by joining us at CIL '24.

Computers in Libraries magazine is also available as a PDF (with live links).



Marketing Library Services Helping Library Workers Do More Effective Marketing Since 1987

Kathy Dempsey, Editor

Marketing Library Services (MLS) is published 6 times a year and is the only specialized, non-academic publication that regularly delivers how-to articles and case studies for marketers in all types of libraries. They're written by practitioners from around the world and curated by a respected expert who has 25+ years in the field. These detailed, vetted articles deliver more value than the brief ideas and advice offered via social media.

MLS covers strategies and tactics for all marketing-related topics: outreach, branding, segmentation, social media, funding initiatives, long-term campaigns, assessment, ROI, partnerships, promotional materials, program publicity, communications, PR, advertising, etc. Subscribers will also benefit from Interviews With Marketing Masters, conference coverage, and interesting library tidbits.

MLS newsletter is also available as a PDF (with live links).

For *MLS* marketing opportunities, please contact LaShawn Fugate.

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

Information Today 2024

Prices quoted as four-color rates.



SIZE	1X INSERTION	5X INSERTION	9X INSERTION
Full-Page Spread (2 facing pages)	\$3,400	\$3,000	\$2,400
Full Page	\$1,900	\$1,600	\$1,400
Half-Page Horizontal	\$950	\$800	\$700

	DIMENSIONS
Trim Size	8-1/2"w x 11"h
Full-Page Spread w/ Bleed	17-1/2"w x 11-1/2"h
Full-Page Bleed w/Bleed	8-3/4"w x 11-1/4"h
Live Area for Full Page	8"w x 10-1/2"h (centered)
Half-Page	7"w x 4-1/2"h

Bleeds are available for Full Page and Full-Page Spread sizes *only*.
Bleed Sizes have included the addition of 1/4 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.

CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/21/23	12/4/23
March	1/26/24	2/5/24
April	2/23/24	3/4/24
May	3/28/24	4/5/24
June	4/26/24	5/6/24
July/August	5/28/24	6/5/24
September	7/26/24	8/5/24
October	8/27/24	9/4/24
November/December	9/25/24	10/3/24

Computers in Libraries 2024

Prices quoted as four-color rates.



SIZE	1X INSERTION	5X INSERTION	9X 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

	DIMENSIONS
Trim Size	8-3/8"w x 11"h
Full-Page Spread w/ Bleed	17-3/4w x 11-1/2"h
Full-Page Bleed w/Bleed	8-7/8"w x 11-1/2"h
Live Area for Full Page	7-7/8"w x 10-1/2"h (centered)
Half-Page	7"w x 5"h

Bleeds are available for Full Page and Full-Page Spread sizes *only*.
Bleed Sizes have included the addition of 1/4 inch to trim size on all sides.
If your ad *does not bleed* please use live area dimensions.
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CLOSING DATES:	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	12/4/23	12/11/23
March	2/5/24	2/12/24
April	3/4/24	3/11/24
May	4/4/24	4/11/24
June	5/6/24	5/13/24
July/August	6/4/24	6/11/24
September	8/5/24	8/12/24
October	9/4/24	9/11/24
November	10/4/24	10/11/24
December	11/4/24	11/11/24

RATES AND SPECS [PLEASE INQUIRE ABOUT DISCOUNT PACKAGES FOR MULTI BUYS]

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.



Please contact:

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

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 5).

For production questions contact:

Jackie Crawford • Ad Trafficking Coordinator
jcrawford@infotoday.com

COST-PER-LEAD (CPL) PROGRAMS

➤ *Computers in Libraries* provides librarians and other information professionals with useful and insightful articles about the technology that affects them, their institutions, and their patrons. The publication covers interesting stories, case studies, and opinions that are of professional value to people working with technology in public, academic, special, and corporate libraries, as well as archives and museums.

Information Today is the most widely respected industry pub in the information industry, and the only newsmagazine designed to meet the needs of the information professional. It delivers coverage of news and long-term trends in the information industry.

We have a unique and cost-effective program designed to let you generate quality sales leads through the syndication of your content directly to our subscribers.

➤ How does it work?

Your white papers/case studies/ebooks are posted in a special section on the Information Today, Inc. website and marketed to qualified candidates within the *Information Today* and/or *Computers in Libraries* subscriber base. All requests to download your white papers are driven through a unique registration page that captures complete contact and qualifying information. The registrations we capture for your white papers 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 to companies that choose to take advantage of unique international positioning, at no additional charge.

➤ Why try this program?

- The *Information Today* and *Computers in Libraries* syndication program is focused on pure marketing ROI. All campaigns are delivered on a CPL basis. You only pay for clean leads that have downloaded your content and that match your campaign criteria.
- The program is versatile. In addition to white papers, you can syndicate solution briefs, analyst reports, and more.
- Each campaign is marketed on a custom basis, allowing you to reach qualified candidates in the marketplace that are accustomed to looking to *Information Today* and *Computers in Libraries* for relevant content.
- You only need a logo, headline, 75-word description, and PDF to get started.

➤ Contact

LaShawn Fugate
Account Executive
859-278-2223 x 104
lashawn@infotoday.com

INFORMATION TODAY AND COMPUTERS IN LIBRARIES SINGLE-SPONSORED WEBINARS

➤ **Information Today and Computers in Libraries 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 and Computers in Libraries will produce, market, and broadcast your 1-hour Web Event.

- Aggressive online advertising campaign
- *Information Today and Computers in Libraries* moderator
- 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

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

➤ Event Marketing

***Information Today and Computers in Libraries* will design and produce:**

- An online text invitation with your company logo and session content summary to be placed on Infotoday.com
- Event will be promoted in the *NewsLinks* industry newsletter
- A banner to run on Infotoday.com website
- A reminder phone call and email blast to all registrants prior to the event

➤ Moderators/Industry Experts

- *Information Today* and *Computers in Libraries* will provide a moderator/industry expert to facilitate your event.

➤ 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
- MP4 files of your event for local playback (trade shows, sales presentations, etc.)
- Event presentation (PowerPoint slides) available online postevent for viewing and downloading.

The entire event will be created (with the assistance of the sponsor), managed, and executed by *Information Today* and *Computers in Libraries*. Our production personnel will assist all participants.

➤ Cost: \$12,000 net

➤ Contact information:

LaShawn Fugate
Account Executive
859-278-2223 x 104
lashawn@infotoday.com

INFORMATION TODAY EDITORIAL TOPICS 2024

➔ **Each issue of *Information Today* provides lead stories that analyze current events and trends affecting info pros. Contact editor Brandi Scardilli (bcardilli@infotoday.com) to propose a news story. Recent featured topics have included the following:**

➔ **Digital and the Web:**

- › Access to Research and Data
- › Cybersecurity
- › Social Media
- › Misinformation/Disinformation
- › Artificial Intelligence

➔ **Education:**

- › Media Literacy
- › STEAM Learning in Libraries
- › Open Educational Resources (OERs)
- › Data Science
- › iSchools

➔ **Government and the Law:**

- › Library Funding
- › Access to Government Data
- › Supreme Court Cases
- › Library of Congress Initiatives
- › European Union and Other International Policies

➔ **Library Resources:**

- › Events and Programming
- › Collaboration and Partnerships
- › Collection Development
- › Archives and Databases
- › Marketing and Communications
- › Equity, Diversity, and Inclusion

➔ **Organizations and Advocacy Groups:**

- › American Library Association (ALA)
- › Special Libraries Association (SLA)
- › Public Library Association (PLA)
- › International Federation of Library Associations and Institutions (IFLA)
- › IMLS (Institute of Museum and Library Services)
- › National Information Standards Organization (NISO)
- › Pew Research Center
- › EveryLibrary

➔ **Scholarly and Trade Publishing:**

- › Ebooks in Libraries
- › Open Access
- › Impact and Metrics

➔ **In Every Issue:**

- › Product News
- › Conference Reports
- › International News
- › Legal Issues
- › A Day in the Life (interview series)
- › Database Review
- › The Help Desk
- › EDI Perspectives
- › Notes on Digital Transformation

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

COMPUTERS IN LIBRARIES EDITORIAL TOPICS 2024

➤ **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.**

➤ 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?
 - › Engage in a virtual activity?
- › 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 ILSs, discovery layers, and integrated library platforms.
- › How have you selected, migrated, and adapted them?
- › How are they performing for you?
- › What would you recommend?
- › How have you documented your system, and what do you do to help users find what they are looking for?

➤ Catalogs, Collections, & Metadata

- › Tell us about the challenges you have faced in managing your various collections and presenting them as one.
- › How have you used metadata to improve discoverability?
- › What new digital collections have you evaluated?
- › What archival materials have you digitized?
- › What self-help resources do you provide users?

➤ E-Resources

- › Let's hear about your e-resources and how you select, evaluate, and provide access to them.
- › What are the benefits of digital over print?
- › What role does print continue to play?
- › 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?
- › Talk about your digitization efforts and the steps you took 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

- › Send us your tips, tricks, tools, and techniques for working with free resources on the open web, free apps, and OA platforms to make things happen in your library.
- › 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?

➤ 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 efforts do you sponsor and with what success?
- › What are the top 10 digital resources you would recommend?

➤ Platforms and Library Systems

- › Report and review your experience with popular library platforms and discovery layers.
- › Describe and discuss the systems that 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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COMPUTERS IN LIBRARIES EDITORIAL TOPICS 2024

➤ Data Management & Metrics

- › Talk about the data you collect and analyze to report results.
- › Share your experience with maintaining datasets for your library or your research community, including managing institutional data repositories or OA archives.
- › Share your research or survey results on any library issue or impact.

➤ Cutting-Edge

- › What emerging technologies has your library experimented with or deployed?
- › What tech trends do you see having an impact on libraries in the near future?
- › What are your concerns about library technology going forward?
- › What's your strategic advice for libraries that are considering adopting new tech?

➤ EDTECH Section

- › Every issue, we publish an article focused on K-12 educational technology.
- › Share what you've done at your school or discuss an issue of importance to school libraries, media centers, and students.

➤ All Other

- › Don't see your topic on the list? Surprise us.

- › We are always looking for stories on how you selected and deployed devices or systems, rolled out new tech-based solutions, and achieved desired outcomes by using a technology framework.

➤ Editorial content focuses on vertical markets:

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

➤ Routinely in every issue:

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

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

INCORPORATING ONLINE SEARCHER EDITORIAL TOPICS 2024

➤ Editorial content focuses on subjects of topical interest to librarians and other information professionals:

- › Science & Technology
- › Business & Finance
- › Medical & Pharmaceutical
- › Social Sciences & Humanities
- › Open Access
- › Legal, Regulatory, & Intellectual Property
- › Competitive Intelligence
- › User Experience

➤ In every issue:

- › Op-eds
- › Resource Comparisons

- › News and Current Awareness
- › Information Literacy
- › Technology and Power
- › Online Search Technologies
- › Assessment
- › Website Design
- › Business Research
- › Open Access
- › Internet Express
- › Conference Coverage
- › Information Industry News
- › Book reviews

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TARGET YOUR WHITE PAPER, CASE STUDY, AND SPONSORED CONTENT

➤ Place your organization's story in front of a diverse library audience with a special promotional package!

Publish your white papers, case studies, sponsored content, testimonials, new product announcements, or reviews in any of our publications.

- One-page, two-page spread, or multiple pages
- A call-out on the front cover with an invitation to review your special content inside

If you've got the message, we've got the library and information professionals!

ITI's readers are interested in learning how other librarians and info pros have overcome diverse matters in their libraries and organizations. Extend the reach of your special content by placing it in front of our readers who are searching for practical and workable solutions to their unique problems and issues. Our portfolio of publications is the perfect vehicle to deliver your special content to public, academic, and special librarians, as well as information professionals. We have the market covered from top to bottom.

Also consider providing your senior management team with an outlet to deliver their story to our diverse readership.

Please request details and pricing for your custom-content feature program.

Information Today | March 2023 | WP23

SPONSORED CONTENT

One DAMS, multiple applications: maximising return on investment in the context of digital collections

Return on investment from your digital asset management system (DAMS) can take many forms. From demonstrating operational efficiencies and broader reach and impact for your projects to new opportunities for collaboration and the ability to achieve more from a single solution.

The myriad benefits of serving multiple audiences with separate digital collections sites, all managed from one flexible, powerful and efficient DAMS, are being realised by libraries and archives across the US and around the world.

Harnessing digital assets to tell multiple stories

The limitation of being able to assign a digitised asset to only one digital collection, with little scope for onward discovery, is a frustration that poorly serves patrons and causes unnecessary duplications of uploaded assets and increased workloads and hosting costs.

The J. Paul Leonard Library at San Francisco State University (SFSU) is relaunching its core digital collections using the same DAMS as its internal partner, the Bay Area TV Archive. BATA has used the system since 2020 and was instrumental in developing functionality to enhance search and accessibility of its 300-plus hours of rare TV footage. The SFSU library will leverage this rich audio-visual resource and amplify its impact by applying selected assets to new thematic collections and exhibits.

"This flexibility allows us to aggregate content across library units while retaining the distinctiveness of individual collections," says Tanya Hollis, Interim Director/Associate Librarian at the Labor Archives and Research Center, Special Collections and Archives. "Access to this broad repository allows us to really think about the wider historical significance of assets and present them through different lenses to serve different research needs and projects."

Facilitating how different audiences search and discover content

CJ Williams, Technical Services Manager at Harris County Public Library, and Laney Chavez, Archivist at Harris County Archives, have shared a single DAMS instance since 2021. While each partner operates differently and serves discrete audiences, they agree that the ability to share digital assets through separate public websites has tangibly benefited both partners.

CJ Williams says, "I had been working with an extensive video collection to enrich the library site but realised how much relevance it had for the archives' site. Having already processed the metadata in the DAMS, editing it to meet the archives' required standards and then making the collection publicly discoverable was easy. It's an efficient, customisable and mutually beneficial process, creating opportunities to share new content and enabling both organisations to better serve our patrons' needs."

While these partners use customised metadata models to serve the different needs of their audiences, SFSU seized the opportunity to standardise metadata across its organisation.



"Sharing digitised content from across library units in one system has allowed us to evaluate engrained methods of cataloguing and collaboratively develop new classifications," says Tanya Hollis.

"We expect this to simplify user discovery for our faculty and students and better facilitate data harvesting to our state content aggregator."

Creating impact through collaboration

The ability to multiply the use of digital assets and publish multiple sites from one DAMS can also be a catalyst for meaningful collaboration beyond organisational silos, creating profound and long-lasting benefits.

The University of Toronto Mississauga (UTM) is using its DAMS to support faculty research as well as its own growing corpus of digital collections. From oral histories to highly specialised research into economic and social themes, each project represents a further successful collaboration across campus.

In 2021, Syracuse University Libraries' campus partner, the D'Aniello Institute for Veterans and Military Families (IVMF), sought advice from the libraries regarding the development of a public-facing portal for its internally produced research and curated external resources.

Deirdre Joyce, Head of Digital Stewardship and the Digital Library, says, "We had recently adopted our DAMS and began building our core digital collections when we realised how it could also support the IVMF's digital library project. The system's content management and public user interface elements enable us to create multiple, bespoke portals to display content for these different audiences, while the DAMS itself acts as platform for our owned content and maintain intellectual control over digitised materials."

Following the launch of the IVMF portal, SU Libraries has continued to further maximise its investment by building several additional interfaces from its single DAMS instance, both for external and internal use. "That really is one of the most exciting things – the scope to do more with the services we already have," says Deirdre Joyce.

The possibilities for capturing further return on investment for these and further institutions are confined only by the creativity and capacity of libraries and researchers, and by the flexibility of the technologies that support digital collections and digital humanities projects.

"Technology vendors must also be creative, putting themselves into the shoes of digital content publishers to understand their evolving operational landscape and develop services that deliver long-term value."

To learn more about publishing multiple sites with one DAMS, visit amdigital.co.uk/quartex

For more information, contact:

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

INFORMATION TODAY, INC. **WHITE PAPERS**

➤ **White Papers**

Build credibility and trust with your core audience utilizing the clarity, influence, and reach of our best practices white paper series. Promote, sell, educate, or highlight the features of a particular solution, product, methodology, or service championed by your organization.

Our best practices series covers a broad range of relevant topics designed to help your customers and prospects better understand or solve a particular business problem or challenge.

You can run a white paper on any topic at any time. The following are some common topic ideas to get you started:

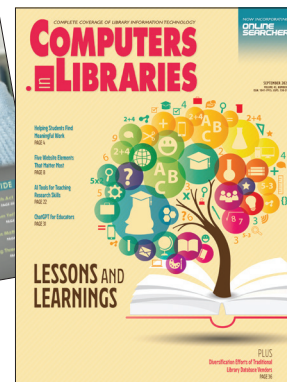
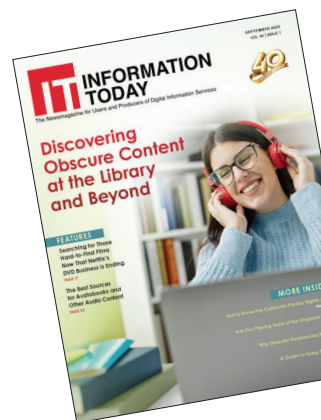
- **Search & Discovery**—Solutions and best practices for selecting and implementing discovery systems in libraries
- **Specifying Library Platforms**—Best practices for choosing OPACs, integrated library systems, and library platforms and advice on how to migrate to a new platform
- **Managing Digital Resources**—As academic and public libraries move steadily away from print and toward digital collections, they face new challenges in collection management. Put your solution before them.
- **Ebook Solutions**—Public, academic, and research libraries face various choices when providing highly demanded ebooks for loan. What solutions do you recommend?
- **Special Collections & Repositories**—Best practices and platforms for digitization, preservation, and long-term access for public, academic, and special libraries

- **Analytics**—Best practices for evaluating ROI for library platforms, digital content collections, and other library services

Each published white paper is featured on the infotoday.com website behind a registration page to encourage readers to sign up to view it. ITI will provide you with any leads generated. The white paper is promoted during the corresponding month it runs in print on ITI's social channels and in its *NewsLink* newsletter.

➤ **Contact information:**

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DIGITAL CAMPAIGNS 2024

➤ **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 once a week (Tuesdays) to over 3,300 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:**

- **468x60 or 468x120 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.

Please contact:

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➤ **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 3,000-plus subscriber base.

- **COST:** \$1,500
- **YOU** provide HTML creative and Subject Line.
- **WE** send it out on your behalf.
- Distributed each Wednesday morning.



INFOTODAY.COM ONLINE ADVERTISING OPPORTUNITIES 2024

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

Our mission is to remain 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—including *Computers in Libraries* and *Information Today*—as well as professionals who want information on our conferences, webinars, directories, or other ITI content. This website includes our conference pages for the popular *Computers in Libraries* and *Internet Librarian* conferences.

➤ ONLINE ADVERTISING RATES 2024

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://www.google.com/webdesigner/>

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INFORMATION TODAY AND COMPUTERS IN LIBRARIES CUSTOM RESEARCH

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

Unisphere Research, *Computers in Libraries* and *Information Today's* research arm, 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* and *Information Today's* 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
- › *Speech Technology* magazine subscribers
- › *Big Data Quarterly* magazine subscribers
- › *KMWorld* 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* and *Information Today's* 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.

➤ Contact Information

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COMPUTERS IN LIBRARIES 2024

The Leading Technology Conference For Librarians And Information Managers

➔ **Computers in Libraries 2024**, organized and produced by Information Today, Inc., provides a unique, annual opportunity for library and information professionals from all over the world to gather and discuss the myriad of ways technology impacts libraries and the people who use them.

Coming out of challenging times, libraries have the opportunity to create their own exciting futures with technology, partnerships, passion, and commitment. As we head toward 2030, the Year of the Dog and prosperous wealth, we plan to let our imagination bloom with outside-the-box ideas, blue-sky dreams, and creative innovations in an effort to go beyond where we have been to venture toward unknown pathways. Our communities deserve our spirit and resources as they carve a path to the future. What's your BHAG—big, hairy, audacious goal—for your library community?

Computers in Libraries 2024 will highlight the library innovation and leading technology to help make your wildest dreams come true! Be ready to interact with our experienced and practical speakers; learn and gain insights and ideas from our leading-edge topics; and take home innovative plans for your library and community. No matter what your job role, or what type of library or organization, you'll find that all of the bases are covered.

➔ 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.



March 12 - 14, 2024

Arlington, Virginia

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➔ For more information, contact:

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