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/

⮞ Please contact:

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