

THE EDUCATORS' GUIDE TO
ELECTRONIC TOOLS & RESOURCES FOR K-12 EDUCATION

2010

Multimedia & INTERNET@SCHOOLS

❖ A Podcasting Primer

One-to-One Computing
and Learning

The Collaborators'
Learning Environment

Social Networking:
What's New Since
Last Year?

At the Core of the LMC:
News from the Library
Automation Companies

Internet2 and K-12 2010



MEDIA KIT

► www.infotoday.com

WHAT IS MULTIMEDIA & INTERNET@SCHOOLS?

MultiMedia & Internet@Schools is a source of practical information for our technology-focused readers—library media and technology specialists, classroom teachers, building- and district-level administrators—about today's and tomorrow's education technology tools and resources and how these materials can be used to further teaching and learning.

- ❖ **Each issue of *MultiMedia & Internet@Schools*** is written for these education professionals—the ones who make or influence the big decisions concerning school technology purchases.

Special topic focuses in each issue—this year including assessment; professional development; safety, security, and access; the electronic textbook; 21st-century skills; and library automation 2010—are carefully selected to ensure editorial content that meets the needs of our whole range of readers, from the district leaders who must keep abreast of innovative management strategies and administrative solutions to the classroom teachers who must know how to harness any and all effective new tools that will help them meet their students' learning needs.

Product reviews and articles written by media and technology specialists and other educators provide unbiased and down-to-earth evaluations of the products and services available today.

Along with product news and reviews, each issue features an article called "A Look At ...," which is located in the Technology@Schools section of the magazine and provides direct coverage of products and services for the K-12 market. These complement practical, how-we-did-it articles by professional media and technology specialists and other educators showcasing successful programs, tactics, and implementations of technology in the service of learning.

In the Products@Schools section, we feature "Spotlight," an expanded news article focusing on a particularly interesting, effective, and innovative new product or service.



www.mmischools.com

SPECIAL ADVERTISING OPPORTUNITIES

- ❖ *MultiMedia & Internet@Schools* Showcase
- ❖ THE EDUCATORS' GUIDE SUPPLEMENTS

For more information on advertising in *MultiMedia & Internet@Schools*, contact:

David Panara
Advertising Sales Manager
(609) 654-6266 ext. 146
dpanara@infoday.com

WELCOME TO MULTIMEDIA & INTERNET@SCHOOLS

» Dear Colleague:

Welcome to the 2010 *MultiMedia & Internet@Schools* media kit. During the last year, the winds of change—policy change, technology change, funding change, and more—have been blowing through all aspects of K-12 education. That includes, of course, those areas where our technology-focused readers—library media and technology specialists, classroom teachers, building- and district-level administrators of all stripes—are practicing their craft ... teaching, learning, advising, supporting, collaborating, directing. They know that evolutionary, or perhaps even revolutionary, change must come to our educational system, that their efforts and their programs must remain at the forefront as the education community ramps up in these difficult and fluid times to equip all students for life in the 21st century. What a challenge!

To help them meet that challenge, we have a wide-ranging complement of themes and articles planned for 2010, as you'll see from our new editorial calendar. Our aim is to provide our readers with what they need to leverage educational and informational technology and content, in all its changing forms, for the benefit of their students, their colleagues, their schools, and their districts.

We'll be addressing the subjects of assessment; professional development; safety, security, and access; electronic textbooks; 21st-century skill building; library automation; and more. We'll be speaking to the core issues for librarians, technologists, administrators, and other educators every month through our columnists, as well as through features that update the state of the art of technology-backed educational and administrative tools and content. The issues and the technologies that surround them are hot, reader interest is intense, and so is your opportunity to reach those readers. There are plenty of possibilities for direct coverage of your products and services, not only in our features—including the "A Look At ..." roundup feature in every issue of *MMIS*—but with our reviews and Product Spotlight and news departments as well.

We are also offering some creative marketing and publicity opportunities in several of our themed issues through theme-related Educators' Guide supplements that combine the reach of *MMIS* magazine with that of the *MMISchools.com* website and *MMISXtra* enewsletter.

We look forward to being a part of your 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, *MultiMedia & Internet@Schools* magazine



www.mmischools.com

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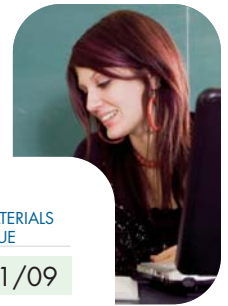
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EDITORIAL CALENDAR 2010



		EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE	
❖	JANUARY/FEBRUARY	> ASSESSMENT > Formative Assessment and the E-Portfolio > Assessment Tools PLUS > Videoconferencing—Bringing Professionals to the Classroom > A Look At ... Interactive Whiteboards * White Paper: Assessment Solutions Conference Distribution: FETC, ALA Midwinter	9/25/09	11/13/09	12/01/09
❖	MARCH/APRIL	> PROFESSIONAL DEVELOPMENT > Professional Learning Communities > Technology-Based Professional Development Resources PLUS > Teaching Research Skills in an Assessment-Intensive Educational Environment > A Look At ... Netbooks in Education Conference Distribution: Computers in Libraries, Internet@Schools East, Buying & Selling eContent	11/25/09	1/15/10	1/29/10
❖	MAY/JUNE	> SAFETY, SECURITY, AND ACCESS > Security in a Web 2.0-Based Educational Environment: Issues and Answers > Providing Student Access, Preserving Student Safety PLUS > Virtual Environments for the Elementary Set > A Look At ... Social Networking in K-12 Education * White Paper: Safety, Security, and Access Conference Distribution: SLA, ALA, Streaming Media East	1/22/10	3/18/10	4/01/10

continued ❖



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EDITORIAL CALENDAR 2010



		EDITORIAL DEADLINE	SPACE RESERVATIONS	AD MATERIALS DUE	
❖	JULY/AUGUST	<ul style="list-style-type: none"> › THE ELECTRONIC TEXTBOOK › Case Studies in Electronic Textbook Usage: What's Working, How, and Why? › E-Textbooks and E-Readers PLUS <ul style="list-style-type: none"> › Open Source Resources for Education, a 2010 Update › A Look At ... Subscription Websites Conference Distribution: NECC	3/26/10	5/17/10	6/01/10
❖	SEPTEMBER/OCTOBER	<ul style="list-style-type: none"> › 21st-CENTURY SKILLS › Educating for the 21st-Century: School/District Case Studies › Addressing 21st-Century Skills Integration PLUS <ul style="list-style-type: none"> › Expanding the Concept of Library › A Look At ... Online Learning Communities * White Paper: 21st-Century Skills Conference Distribution: Internet Librarian, Internet@Schools West, WebSearch University	5/23/10	7/16/10	7/30/10
❖	NOVEMBER/DECEMBER	<ul style="list-style-type: none"> › LIBRARY AUTOMATION 2010 › School Libraries at the Center of Learning: Reaching Out Through the OPAC › Library Systems Vendor Update PLUS <ul style="list-style-type: none"> › Digital Storytelling › A Look At ... Cell Phones in K-12 Education Conference Distribution: Online Information UK, Streaming Media West	7/23/10	9/17/10	10/01/10



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AUDIENCE PROFILE & CIRCULATION

MultiMedia & 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. *MMIS* 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. *MultiMedia & Internet@Schools* is a paid-circulation publication. The typical *MMIS* subscriber shares his/her copy with at least two other educators. The total readership is approximately 15,000 per issue.



www.mmischools.com

❖ *MultiMedia & 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

❖ *MultiMedia & Internet@Schools* subscribers

have a great deal of influence over the purchase of products and services for their organizations.

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

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

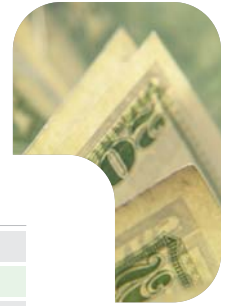
77% of *MMIS* readers have used magazine ads in the last 12 months as a source to obtain product information.

57% of *MMIS* 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 *MMIS* recipients do not receive any other industry publication.

RATE CARD



MultiMedia & Internet@Schools 2010 Rate Card #17

SIZE	DIMENSIONS	1x	3x	6x
Full-Page Spread	15 ¹ / ₂ "w x 10"d	\$5,290	\$4,870	\$4,670
Full Page	7" x 10"	2,645	2,435	2,335
2/3-Page Horizontal	7" x 6 ¹ / ₈ "	2,235	2,060	1,970
2/3-Page Vertical	4 ¹ / ₂ " x 9 ¹ / ₄ "	2,235	2,060	1,970
1/2-Page Spread	15 ¹ / ₂ " x 4 ¹ / ₂ "	3,890	3,600	3,430
1/2-Page Horizontal	7" x 4 ¹ / ₂ "	1,945	1,800	1,715
1/2-Page Vertical	4 ¹ / ₂ " x 7"	1,945	1,800	1,715
1/3-Page Square	4 ¹ / ₂ " x 4 ¹ / ₂ "	1,775	1,640	1,590
1/3-Page Vertical	2 ¹ / ₈ " x 9 ¹ / ₄ "	1,775	1,640	1,590
1/6-Page Vertical	2 ¹ / ₈ " x 4 ¹ / ₂ "	1,515	1,395	1,355

Bleeds

Bleeds are available for Full Page, Full-Page Spread, and Half-Page Spread sizes only (15% extra charge for bleeds)

	FULL PAGE	FULL-PAGE SPREAD	HALF-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 "

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)

- › \$895 per color for standard & matched PMS colors
- › \$1,195 for 4-color process

Specifications

Trim size is 8¹/₄"w x 10⁷/₈"d. Editorial pages are 3 columns wide. The magazine is printed by web offset, perfect bound.

Advertising Regulations

- › A 15% commission is paid to recognized agencies on space, color, bleed, and position charges.
- › Advertisers using 3- or 6-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:

In writing 30 business days prior to material deadlines

Cover and premium positions are noncancelable.

CONTACT INFORMATION:

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(609) 654-6266 ext. 146

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dpanara@infotoday.com

CLOSING DATES:

	SPACE RESERVATIONS	AD MATERIALS DUE
January/February	11/13/09	12/01/09
March/April	1/15/10	1/29/10
May/June	3/18/10	4/01/10
July/August	5/17/10	6/01/10
September/October	7/16/10	7/30/10
November/December	9/17/10	10/01/10

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:

› Hi-res press optimized PDF

- › fonts must be embedded
- › set black to overprint
- › convert PMS to CMYK
- › images must be in CMYK
- › 300 dpi images only

› Photoshop TIFF files for Macintosh (CMYK): 300 dpi, size and bleeds according to pub specs

› Trouble-free QuarkXPress 6.5 or earlier (Mac)

- › all art and PostScript fonts for Mac enclosed; do not use true type fonts
- › CMYK color specifications only
- › high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- › TIFF file format for raster images; EPS file format for vector images
- › flatten image files in their native applications before placing in Quark
- › convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

When renaming files, make sure to keep the proper file extension (i.e., .eps, .qxd, .pdf, etc.)

› To upload files via the web:

You may send us files via our website:

- › site: <http://files.infotoday.com>
- › username: advert (case-sensitive)
- › password: advert1

› Submission on CD:

- › mark disk with title of ad, name of agency, publication/issue in which ad will be placed

Once the file is uploaded, or the disk 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. Make sure to also overnight a high-quality hard-copy proof of your ad to:

MICHAEL HARDWICK
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055

For proper sizing of your ad please refer to the publication's rate card.
Add 1/4" on all sides for bleed.



www.mmischools.com



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ABOUT/SITE OVERVIEW

» **MMISchools.com** is the companion website for *MultiMedia & Internet@Schools* magazine. Launched in February 2005, MMISchools.com features breaking news, online research centers, and other school technology content. K-12 technology professionals can now get more *MMIS* 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.

MMISXtra—Registered users will receive *MMISXtra*, the e-newsletter delivered biweekly, containing the latest news and product information in the K-12 technology marketplace.

Editor's Notes—Practical advice on products and services.

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

Best of MMIS—Certain free full-text sample articles will be available every month on the website.



www.mmischools.com

MMISCHOOLS.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

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

Connect with K-12 library and school technology professionals online!

WEB ADVERTISEMENT & RATE CARD

❖ 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.

❖ ADDITIONAL WEB OPPORTUNITIES

Enewsletter Sponsorship

Become the sponsor of the *MMISXtra* email newsletter! Sponsorship gets your banner/descriptive text and link in front of more than 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



MMISXtra Enewsletter sponsorships	Net Cost
1 issue sponsorship	\$350
6 issue sponsorship	\$295
12 issue sponsorship	\$255

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

RESERVE YOUR SPACE TODAY

CONTACT

DAVID PANARA

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dpanara@infotoday.com
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AD SHOWCASE

An exceptional way to make the most of an advertising budget, *MultiMedia & Internet@Schools* black-and-white 1/6-page showcase units are only \$300 each. *MultiMedia & Internet@Schools* is written for professionals who make or influence decisions on school technology purchases, including library media specialists, technology coordinators, classroom teachers, and administrators. Product reviews and articles written by media and technology specialists and other educators provide unbiased and down-to-earth evaluations of the products and services available today.

❖ Use the *MultiMedia & Internet@Schools* Showcase to:

- › Introduce new products.
- › Test direct-response channels.
- › Reinforce your advertising message with a low-cost frequency schedule.



www.mmischools.com

2010 SHOWCASE ADVERTISING RATES

SIZE	DIMENSIONS	1x	3x	5x
1/3 horiz.	7 ³ / ₈ "w x 3 ¹ / ₈ " d	\$495	\$470	\$445
1/6 sq.	3 ⁵ / ₈ "w x 3 ¹ / ₈ "d	\$300	\$285	\$265

*Four-color available: Add \$175 to any rate

❖ Issue and Closing Dates:

	SPACE RESERVATION	MATERIAL DEADLINE
January/February	11/13/09	12/01/09
March/April	1/15/10	1/29/10
May/June	3/18/10	4/01/10
July/August	5/17/10	6/01/10
September/October	7/16/10	7/30/10
November/December	9/17/10	10/01/10

* Cancellations: In writing 30 business days prior to material deadlines

FOR MORE INFORMATION CONTACT

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SPONSORED CONTENT

THE EDUCATORS' GUIDE SUPPLEMENTS

❖ PLACE YOUR STORY IN FRONT OF ALL OUR READERS

Get your message in front of *MMIS* 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've Got the Message, We've Got the K–12 Educators

Multimedia & 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. *MMIS* is the perfect outlet for your message, delivering inquisitive, influential, teach-savvy K–12 educators and administrators.

Our Educators' Sponsored Content series is also the perfect venue to air your company's views about the state of the art, discuss your development plans, or position your company in the marketplace. Why not give your CEO, chairman, or CTO a page in *MultiMedia & Internet@Schools*?

Publish Your Paper or Case Study in Any Issue of *MultiMedia & Internet@Schools*.

❖ Match your product, service, and message with the appropriate issue focus, then reach your buyers in just the right context with an *MMIS* Educators' Guide Supplement.

TOPIC	FOCUSING ON	AVAILABLE ISSUE	CONTENT DUE
Assessment Solutions	How technology meets assessment to boost learning outcomes for all students	January/February 2010	Nov. 3, 2009
Safety, Security, and Access	How educators can safely deliver the dynamic learning content and experience today's students need to succeed in the future	May/June 2010	Feb. 24, 2010
21st-Century Skills	What skills, tools, and learning modes are relevant for today's students and tomorrow's citizens, and how to deliver them	September/October 2010	July 23, 2010



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For more information on advertising in ITI's publications contact:

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SPONSORED CONTENT

THE EDUCATORS' GUIDE SUPPLEMENTS

❖ How to Sponsor Content in *Multimedia & 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 mmischools.com website and promoted via the *MMISXtra* e-newsletter.

Just choose among the three issue focuses: Assessment Solutions; Safety, Security, and Access; and 21st-Century Skills

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

› "EDUCATORS' GUIDE SUPPLEMENT" SPONSORED CONTENT PAGE RATES

- › \$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.



**Pages Starting at
\$1,595 (B&W)
\$2,695 (Full Color)**

All prices net, per issue

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

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For more information on this opportunity contact:

David Panara • Advertising Sales Manager • (609) 654-6266 ext. 146 • (609) 714-2159 fax • dpanara@infotoday.com

ONLINE ADVERTISING OPPORTUNITIES

WWW.INFO TODAY.COM

❖ **www.infotoday.com—the #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 InfoToday.com is comprised largely of 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.



ADVERTISING RATES 2010

DESCRIPTION	AD SIZE (PIXELS)	MAX FILE SIZE	LOCATION	MINIMUM IMPRESSIONS	NET COST
Leaderboard	728 x 90	30k	Top	20,000	\$75 CPM
Banner	468 X60	30k	Top	20,000	\$60 CPM
Skyscraper	120 x 600	30k	Right	20,000	\$75 CPM
Tile	125 x125	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.

www.infotoday.com

For more information contact:

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

ITI NEWSLINK 2010

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 7,200-plus subscribers. Each issue will contain original content, the latest headlines in the information industry, and longer-form 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**

Send this creative to David White, dwhite@infotoday.com.

❖ RATES

1x \$595 6x \$495 12x \$445



**Go to
[www.infotoday.com/
newslink/archives.shtml](http://www.infotoday.com/newslink/archives.shtml)
for sample newsletters.**

Your sponsorship message must be received at least 3 business days prior to issue date. Due to the rapid increase in subscribers, prices are subject to change upon expiration of your agreement.

ADDITIONAL OPPORTUNITY

STAND-ALONE EMAIL

In addition to our sponsorships, we are offering you exclusive, stand-alone email offers to our 7,000-plus subscriber base.

COST: \$1,500

YOU provide HTML creative and Subject Line.

WE send it out on your behalf.

Our emails are sent out every Wednesday.

www.infotoday.com

For more information contact:

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INFORMATION TODAY, INC.

REPRINTS 2010



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500	\$350	\$525	\$800	\$1,500
1,000	\$450	\$650	\$950	\$1,650
2,000	\$600	\$800	\$1,350	\$2,000
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5,000	\$1,200	\$1,350	\$2,050	\$3,350
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1,000	\$1,350	\$1,600	\$2,300	\$3,250
2,000	\$1,550	\$1,750	\$2,500	\$3,500
2,500	\$1,650	\$1,900	\$2,800	\$3,850
3,000	\$1,800	\$2,050	\$3,000	\$4,200
5,000	\$2,100	\$2,200	\$3,600	\$4,700
10,000	\$2,600	\$2,900	\$4,200	\$6,400
20,000	\$3,200	\$3,700	\$5,400	\$8,700

*Higher quantities are available upon request.

❖ **Paper:** 80 lb. White Gloss Stock

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MAIL LIST RENTAL RATES 2010

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

❖ Periodicals

Information Today, Inc. Catalog List	Names: 9,000 (minimum order 3,000)	Cost: \$130/M
Information Today Subscribers The Newspaper for Users and Producers of Digital Information Services	Names: 2,000	Cost: \$640 Flat
Computers in Libraries Subscribers Provides Complete Coverage of Library Information Technology	Names: 3,200	Cost: \$695 Flat
Searcher Subscribers The Magazine for Database Professionals	Names: 2,000	Cost: \$595 Flat
ONLINE Subscribers Exploring Technology & Resources for Information Professionals	Names: 2,300	Cost: \$695 Flat
MLS: Marketing Library Services Subscribers A "How-To" Marketing Tool Written Specifically for Librarians	Names: 650	Cost: \$150 Flat
Intranets Subscribers A Newsletter Covering Enterprise Strategies and Solutions	Names: 250	Cost: \$100 Flat
CyberSkeptic's Guide Subscribers <i>The CyberSkeptic's Guide to Internet Research</i>	Names: 500	Cost: \$175 Flat
The Information Advisor Subscribers	Names: 400	Cost: \$150 Flat
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		
MultiMedia & Internet@Schools Subscribers —For pricing and counts, contact Worldata at 800-331-8102		
EventDV 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		

❖ Conference Attendee Lists

Computers in Libraries 2009 Attendees	Names: 2,200	Cost: \$395 Flat
Internet Librarian 2008 Attendees (Internet Librarian 2009 names will be available January 1, 2010)	Names: 1,200	Cost: \$255 Flat
KMWorld & Intranets 2008 Attendees (KMWorld & Intranets 2009 names will be available January 1, 2010)	Names: 1,000	Cost: \$400 Flat
WebSearch University Attendees 2008 (WebSearch University Attendees 2009 will be available in October 2009)	Names: 280	Cost: \$150 Flat

❖ Directory Lists

- American Library Directory**—For pricing and counts contact DM2 lists at 800-323-4958
Continuously updated list of North American libraries, librarians, consortia, etc.
- American Book Trade Directory**—For pricing and counts contact DM2 lists at 800-323-4958
Continuously updated list of North American Bookstores, Book distributors, etc.
- Literary Market Place**—For pricing and counts contact DM2 lists at 800-323-4958
Continuously updated list of Book Publishers and Book publishing industry suppliers

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INFORMATION TODAY, INC.

PUBLICATIONS



Information Today

Circulation: 8,000

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.

Searcher

Circulation: 3,500

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.

ONLINE

Circulation: 6,000

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.

Computers in Libraries

Circulation: 5,000

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.

MultiMedia & Internet@Schools

Circulation: 15,000

Frequency: 6 issues/year

MMIS 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.

CRM

Circulation: 75,000

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.

EventDV

Circulation: 21,500

Frequency: 12 issues/year

EventDV is a magazine read by wedding and event videographers as well as those doing corporate, academic, sports, documentary, legal, and other videography work. It is essential reading in a crowded field of more general video publications.

EContent

Circulation: 12,000

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.

KMWorld

Circulation: 50,000

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.

Streaming Media

Circulation: 16,000

Frequency: 6 issues/year

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

Speech Technology

Circulation: 19,000

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.

DBTA

Circulation: 17,000

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.

EVENTS CALENDAR 2010

Computers in Libraries

April 12–14, 2010

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/cil2010). Also features Internet@Schools East (www.infotoday.com/internet@schools).
Hyatt Regency Crystal City Arlington, Va.

Buying & Selling eContent

April 18–20, 2010

Buying & Selling eContent is the only executive-level forum that covers the critical challenges facing both sides of the content marketplace (www.buy-sell-econtent.com).
Camelback Inn Scottsdale, Ariz.

The Search Engine Meeting

Spring 2010

The Search Engine Meeting, generally held in April, draws together those interested in building better search engines—such as search engine designers and developers—and those interested in deploying advanced search technologies within their organizations (www.infotoday.com).
TBD

WebSearch University

Fall 2010

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.

Enterprise Search Summit East/West

East: May 11–12, 2010/West: Fall 2010

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).
Hilton New York, NYC/San Jose, Calif.

Streaming Media East/West

East: May 11–12, 2010/West: November 2–3, 2010

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).
Hilton New York, NYC/San Jose, Calif.

CRM Evolution

August 2–4, 2010

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 Marriott Marquis, NYC

SpeechTEK

August 2–4, 2010

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 Marriott Marquis, NYC

Internet Librarian

Fall 2010

Internet Librarian is the only conference designed for information professionals who are using, developing, and embracing Internet and web-based strategies (www.infotoday.com/il2009). Also features Internet@Schools West (www.infotoday.com/internet@schools).
Monterey, Calif.

KMWorld Conference & Exhibition

Fall 2010

KMWorld Conference & Exhibition is the global conference and exposition designed for developing and evaluating enterprise-wide strategies and for implementing collaborative intranet and portal strategies and technologies that meet organizational goals (www.kmworld.com).
TBD