

## DIGITAL CAMPAIGNS 2025

### ➤ **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 3,100 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:**

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

### ➤ **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 2,600-plus subscriber base.

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



# 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
- › 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:

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