

INFOTODAY.COM ONLINE ADVERTISING OPPORTUNITIES 2025

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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 2025

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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