

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:

LaShawn Fugate • Account Executive, Advertising and Conference Sales

(859) 278-2223 ext. 104 • 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 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.



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:

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