

## Information Outlook Ad Rates and Specs

The digital format of this magazine enables diverse and creative branding that leads subscribers directly to the advertiser's Website. Include live links in PDF artwork.

### Premium Ad Placements

Opportunity*	Rate per issue**	Specs (width x height)
Skyscraper	\$3,400	160 x 600 pixels
Bellyband	\$3,200	7.125" x 3.000"
Opposite front cover	\$3,200	7.125" x 9.875"
Navigation bar sponsorship	\$1,200 (or \$600 if bundled)	100-150 x 31 pixels, high-res
E-mail announcement sponsorship	\$950 (or 500 if bundled)	High-res logo, 200 characters of "about" text

\*All OPPORTUNITIES INCLUDE 2 MONTHS OF PLACEMENT

\*\*TOTAL RATES ARE DISCOUNTED 10% FOR 2 ISSUES, 15% FOR 3 ISSUES, 20% FOR 4-5 ISSUES, AND 25% FOR YEAR-ROUND

#### Skyscraper

Your ad will be displayed to the right of every page, including the cover, as readers access the magazine.

#### Bellyband

Advertise on the front cover of an issue, or bundle this opportunity with a full page ad for an eye-catching promotion.

#### Opposite Front Cover

Capture the attention of every reader with this cover ad opportunity.

#### Navigation Bar Sponsorship

Sponsor's logo displayed on navigation toolbar throughout reading session for every reader.

#### E-mail Announcement Sponsorship

Include your logo and 200-characters of text in the announcement that the latest *Information Outlook* has arrived!

### Traditional Ad Placement

Ad Size (Special Placement)	Rate	Specs
Full page (inside cover)	\$3,000	7.125" (w) x 9.875" (h)
Full page	\$2,800	7.125" (w) x 9.875" (h)
2/3-page vertical	\$2,500	4.667" (w) x 9.75" (h)
½-page	\$2,000	7.125" (w) x 4.5" (h)

## Creative Additions

Pack a bigger (and more creative) punch with these cost-effective marketing additions.

Item	Rate	Additional Info
Video	\$675	Make your ad dynamic by embedding your latest video.
Blow-in card/pop-up	\$675	Dynamic promo that appears over your ad when the reader accesses it.
Navigation Bar Sponsorship	\$675 (if add-on) or \$1,200 alone	Your linked logo will be visible throughout every reader's session.
E-mail Announcement Sponsorship	\$500 (if add-on) or \$950 alone	Your logo and 200-characters of text included at top of the e-mail announcing the arrival of the latest <i>Info Outlook</i>
Audio	\$475	Capture reader's interest with your spokesperson.
Slide-show	\$475	Embed dynamic image slideshow in your ad.

**You'll get significant exposure to your target audience when you advertise to our 8,000 specialized librarians and information professionals worldwide. Advertising in our Information Outlook publication is well worth the investment.**

For more information contact Everett Woods, Director of Business Development & Advertising [ewoods@sla.org](mailto:ewoods@sla.org) +1 703-647-4917.