

# EContent

Digital Content, Media, and Publishing Strategies

## MEDIA KIT

*EContent* is a leading authority on the businesses of digital publishing, media, and marketing, targeting executives and decision makers in these fast-changing markets. By covering the latest tools, strategies, and thought-leaders in the digital content ecosystem, *EContent* magazine and *EContentMag.com* keep professionals ahead of the curve in order to maximize their investment in digital content strategies while building sustainable, profitable business models.



# 2012

[www.econtentmag.com](http://www.econtentmag.com)

# WHAT IS **EContent**?

## About **EContent** – Editorial Profile

**EContent** magazine and EContentMag.com explore the fast-changing world of digital content. We help content professionals—from publishing executives to marketing managers—keep tabs on the latest trends, technologies, and personalities affecting the digital publishing industry. From the strategic use of video to the always expanding mobile market, from social marketing best practices to the use of HTML5, **EContent** keeps its readers ahead of competitors through breaking news, in-depth features, and industry case studies. Monthly columns by industry insiders provide readers with expert advice and insight, allowing content executives to make informed decisions that maximize their content investments. Executive decision makers have relied on **EContent** for concise, accurate, and timely solutions from a real-world perspective for more than 33 years.

## Each issue of **EContent** offers:

- An analysis of what's happening in the content industry  
*(M&A, product announcements, technology trends, metrics, etc.)*
- Case studies of content solutions at work
- Feature articles providing in-depth coverage of the latest industry trends and issues, offering strategies and solutions
- Regular columns and departments written by the thought leaders of the digital content industry

**EContent** covers the people, products, and services that make content happen!

## Our Philosophy:

- Editorial quality is the key to readership.
- Readership is the key to advertising value.
- Audience QUALITY equals advertising ROI.

Content ⊕ Business ⊕ Technology = **EContent**

**Schedule your EContentMag.com exposure today! Contact:**

**Walter McQuillan** • National Sales Manager • (609) 654-6266 ext. 201 • [walter.mcquillan@infotoday.com](mailto:walter.mcquillan@infotoday.com)

## Our Readers:

**EContent's** readership is heavily weighted with C-level executives, business managers, content strategists, and information and knowledge professionals in key business markets. It provides a crucial line of communication and understanding between the executive suite and management responsible for implementation. This is complemented with impressive budgets specifically allocated to content product categories and services.

## What Our Readers Say:

"It's a great source for what's happening in the econtent world—I know of no other source on the same level."

—Christian Markley, President, Blu3Digital



# 2012 EDITORIAL CALENDAR

ISSUE	EDITORIAL THEMES	CONTACT EDITORIAL	AD SPACE CLOSE	MATERIALS DUE
JANUARY/FEBRUARY	<ul style="list-style-type: none"> <li>• Top 10 New Digital Media Companies</li> <li>• Managing Costs in a Multiplatform World</li> <li>• Sourcebook of Digital Content, Media, and Publishing Tools and Solutions</li> </ul> <i>White Paper: Ebook Publishing &amp; Distribution</i>	10/12/11	12/12/11	12/23/11
MARCH	<ul style="list-style-type: none"> <li>• <i>The Huffington Post</i>: A Year After the Acquisition</li> <li>• The Gamification of Digital Publishing</li> <li>• A Guide to WCM: Choosing the Right Tool for You</li> </ul> <i>White Paper: Best Practices in Web Content Management</i>	11/15/11	1/16/12	1/27/12
APRIL	<ul style="list-style-type: none"> <li>• The Best Apps in Publishing</li> <li>• Social Video</li> <li>• A Guide to Mobilizing Your Content: Which App Solution Is Right for You?</li> </ul> <i>White Paper: Best Practices in Mobile Apps</i>	12/20/11	2/13/12	2/27/12
MAY	<ul style="list-style-type: none"> <li>• The 25 Most Influential People in Digital Media</li> <li>• Who Needs a Publisher?: The Future of Self-Publishing</li> <li>• A Guide to Online Video: How to Find the Right Platform</li> </ul> <i>White Paper: Using Online Video to Drive Traffic and Foster Community</i> <i>Bonus Distribution: Streaming Media East, Enterprise Search Summit, Content Delivery Summit</i>	1/6/12	3/13/12	3/26/12
JUNE	<ul style="list-style-type: none"> <li>• Share This: The Facebook Effect on Digital Publishing</li> <li>• The App Lab: Experimenting With Content Models Through Apps</li> <li>• A Guide to Social Media: Which Tools Are Worth Paying For</li> </ul> <i>White Paper: Best Practices in Social Media for Media and Publishing</i>	2/22/12	4/13/12	4/26/12

Advertising contact:  
**walter.mcquillan@infotoday.com**  
 Editorial contact:  
**theresa.cramer@infotoday.com**  
 (Editorial subject to change\*)

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ISSUE	EDITORIAL THEMES	CONTACT EDITORIAL	AD SPACE CLOSE	MATERIALS DUE
JULY/AUGUST	<ul style="list-style-type: none"> <li>The New News Tycoons</li> <li>Going Hollywood: Tinsel Town's Renewed Interest in Digital Content</li> <li>A Guide to SEO: Navigating the Changing Landscape With the Right Tools</li> </ul> <i>White Paper: Best Practices in Search Engine Optimization</i>	3/21/12	5/14/12	5/25/12
SEPTEMBER	<ul style="list-style-type: none"> <li>The Top 25 Websites Covering Digital Publishing</li> <li>The Secrets of Content Engagement: What Really Works?</li> <li>A Guide to Digital Advertising: Making Sense of the Ad Networks, Management Tools, and Ad Serving Solutions</li> </ul> <i>White Paper: How Publishers and Advertisers Can Work Together to Generate Leads</i>	5/22/12	7/16/12	7/27/12
OCTOBER	<ul style="list-style-type: none"> <li>Social Butterflies: Facebook's Biggest Rivals</li> <li>The Challenge of Social Media in a Global Market</li> <li>A Guide to Globalization: Localization and Translation Tools</li> </ul> <i>White Paper: Driving Revenue by Going Global</i> <i>Bonus Distribution: KMWorld, Enterprise Search Summit, SharePoint Symposium, Taxonomy Boot Camp</i>	6/20/12	8/14/12	8/27/12
NOVEMBER	<ul style="list-style-type: none"> <li>Is Streaming Media Sustainable?</li> <li>Making Freemium Work for You</li> <li>A Guide to Content Commerce: The Tools That Make You Money</li> </ul> <i>White Paper: Best Practices in Content Commerce</i>	7/17/12	9/13/12	9/26/12
DECEMBER	<ul style="list-style-type: none"> <li>Twelfth Annual EC100 List</li> <li>Views From the Top</li> </ul>	8/2/12	10/16/12	10/29/12

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## WHITE PAPER LEADERSHIP SERIES

The mission of **EContent** magazine's Best Practices Leadership Series is to expose **EContent**'s print and web readers to thought leaders in the industry.

As a sponsor, you will have a forum to clearly define your vision of critical issues affecting the success of technology solutions and best practices on a variety of topics. We provide a forum for vendors with innovative products or unique value propositions not easily conveyed in traditional print advertising to educate senior executives who make decisions for their company.

As the web becomes larger and more complex, it is essential for content creation, management, delivery, search, and classification vendors to deliver their message to help inform potential buyers about innovative technologies, effective solutions, success stories, and more.

### GENERATE LEADS WITH ONE COMPLETE MULTICHANNEL MARKETING PROGRAM:

#### Entrée to our audience and leads

Your sponsored essays, white papers, and case studies will be printed in a special section of **EContent**'s issue, with extensive distribution via our magazine and website, [www.econtentmag.com](http://www.econtentmag.com).

#### Generate leads for your sales force

- All PDF requests will be driven through a registration form capturing complete contact and qualifying information.
- Leads will be distributed to all sponsors in this section via a secure link that you can access 24/7.
- Your individual PDF will be delivered to you for your own marketing efforts.

### SPONSORSHIP RATES

Platinum – 4 pages (3,000 words) \$6,720.00 net  
Gold – 3 pages (2,250 words) \$5,360.00 net  
Silver – 2 Pages (1,500 words) \$4,090.00 net  
Standard – 1 Page (750 words) \$2,100.00 net

\*Premium Sponsorships (Platinum, Gold, Silver) also include premium positioning, cover logo, enlarged logo positioning on back cover. Call Walter McQuillan today for details and to reserve your space!

### 2012 White Paper Leadership Series Topics

#### JANUARY/FEBRUARY 2012

##### Ebook Publishing & Distribution

Reservations: 12/12/2011 • Materials: 12/23/2011

#### MARCH 2012

##### Best Practices in Web Content Management

Reservations: 01/6/2012 • Materials: 01/27/2012

#### APRIL 2012

##### Best Practices in Mobile Apps

Reservations: 02/13/2012 • Materials: 02/27/2012

#### MAY 2012

##### Using Online Video to Drive Traffic and Foster Community

Reservations: 03/13/2012 • Materials: 03/26/2012

#### JUNE 2012

##### Best Practices in Social Media for Media and Publishing

Reservations: 04/13/2012 • Materials: 04/26/2012

#### JULY/AUGUST 2012

##### Best Practices in Search Engine Optimization

Reservations: 05/14/2012 • Materials: 05/25/2012

#### SEPTEMBER 2012

##### How Publishers and Advertisers Can Work Together to Generate Leads

Reservations: 07/16/2012 • Materials: 07/27/2012

#### OCTOBER 2012

##### Driving Revenue by Going Global

Reservations: 08/14/2012 • Materials: 08/27/2012

#### NOVEMBER 2012

##### Best Practices in Content Commerce

Reservations: 09/13/2012 • Materials: 09/26/2012

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## READERSHIP DEMOGRAPHICS

**EContent** readers are executives and managers who direct the digital content strategies for their organizations. Subscribers include executive officers, business developers, professional researchers, information professionals, consultants, publishers, and internet technology managers. Subscribers are constantly researching and implementing new content strategies. They're volume buyers of content and technology solutions and have the power to make purchasing decisions. They're directly involved with not only what gets purchased, but also who gets the order.

**EContent** is read by more than 10,000 professionals. These are the forward-thinking leaders who are continually looking for ways to leverage internal and external content assets.

### Subscriber Job Titles

Response	Percent
Senior Executive Management (CEO, CFO, COO, VP)	22.00%
Content or Media Professional (editor, writer, producer)	25.00%
Technical Management (IT/IS/MIS/Developer/Programmer)	16.00%
Marketing Management	11.00%
Consultant/Integrator	11.00%

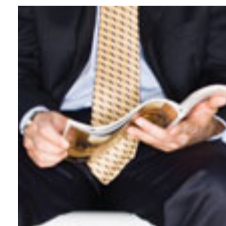
### Revenue

Response	Percent
More Than \$500 million	15%
\$100 – \$500 million	10%
Less Than \$100 million	75%

*Data Sources: EContent* readership (September 2011)

**EContent** readers are optimistic about future spending!

**36% report that their budgets will increase in 2012!**



### Purchasing influence?

	Make Final Decision	Influence Decision
Content Commerce	35%	39%
Content Creation	39%	50%
Content Distribution & Delivery	38%	51%
Mobile Content Delivery	26%	46%
SEO & Analytics	30%	47%
Social Media	28%	55%
Web Content Management	38%	54%

### Involvement in content related initiatives.

	Makes Final Decision	Involved In Decision
Myself	47%	51%
Senior Executive Management	53%	30%
Content Professionals (Editors, Writers, Producers of Content)	16%	61%
Consultant/Integrator	9%	36%
Marketing Management	19%	60%
Technical Management (IT/IS/MIS/Developer/Programmer)	10%	65%

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# RATE CARD

## Four-Color Rates

	1X	3X	6X	10X
1 page	\$2,020	\$1,960	\$1,860	\$1,760
2/3 page	\$1,620	\$1,568	\$1,488	\$1,408
1/2 page	\$1,252	\$1,215	\$1,153	\$1,090
1/3 page	\$1,111	\$1,078	\$1,023	\$968

## Covers

	1X	3X	6X	10X
Cover 2	\$2,323	\$2,254	\$2,140	\$2,025
Cover 3	\$2,230	\$2,164	\$2,054	\$1,945
Cover 4	\$2,788	\$2,705	\$2,568	\$2,430

10% premium position.

SIZE	TRIM SIZE	BLEED SIZE	LIVE AREA
Full-Page Spread	17"wx10 <sup>7</sup> / <sub>8</sub> "d	17 <sup>1</sup> / <sub>4</sub> "x11 <sup>1</sup> / <sub>8</sub> "	16 <sup>1</sup> / <sub>2</sub> "x10 <sup>3</sup> / <sub>8</sub> "
Full Page	8 <sup>1</sup> / <sub>2</sub> "x10 <sup>7</sup> / <sub>8</sub> "	8 <sup>3</sup> / <sub>4</sub> "x11 <sup>1</sup> / <sub>8</sub> "	8"x10 <sup>3</sup> / <sub>8</sub> "
2/3 Page Vertical	4 <sup>1</sup> / <sub>2</sub> "x9 <sup>1</sup> / <sub>4</sub> "	n/a	n/a
1/2-Page Spread	17"x5"	17 <sup>1</sup> / <sub>4</sub> "x5"	16 <sup>1</sup> / <sub>2</sub> "x5"
1/2-Page Horizontal	7"x4 <sup>1</sup> / <sub>2</sub> "	n/a	n/a
1/2-Page Vertical	4 <sup>1</sup> / <sub>2</sub> "x7"	n/a	n/a
1/3-Page Vertical	2 <sup>1</sup> / <sub>8</sub> "x9 <sup>1</sup> / <sub>4</sub> "	n/a	n/a
1/3-Page Square	4 <sup>1</sup> / <sub>2</sub> "x4 <sup>1</sup> / <sub>2</sub> "	n/a	n/a

## NEW! For 2012

**EContent Solution Directory:** Here, you'll find the premier vendors offering products and services to serve your content creation, management, delivery, and search needs, as well as those providing content resources to inform better business decisions.

**Multichannel (Print & Web) Go to [www.econtentmag.com/directory](http://www.econtentmag.com/directory).** Promote your company, products, and services with a 1/4-Page 4/C ad! It can consist of company logo, brief description, and contact info.

**1/4-Page 4/C – Vertical (nonbleed) 3.25"x4.5" for only \$900!**

## Ad Closing Dates

Date of Issue	Space Reservation	Material Due
January/February	December 12	December 23
March	January 16	January 27
April	February 13	February 27
May	March 13	March 26
June	April 13	April 26
July/August	May 14	May 25
September	July 16	July 27
October	August 14	August 27
November	September 13	September 26
December	October 16	October 29

## Full Page

Mechanical size for bleeds is 8<sup>3</sup>/<sub>4</sub>"x11<sup>1</sup>/<sub>8</sub>".  
(Live matter should be within 7<sup>1</sup>/<sub>4</sub>"x10")

Magazine trim size is 8<sup>1</sup>/<sub>2</sub>"x10<sup>7</sup>/<sub>8</sub>".  
Binding: Saddle Stitch

## Inserts and Outserts

Contact the sales manager for specifications and rates and any additional postage.

## Contact

Advertising Sales Manager  
**Walter McQuillan**  
Phone: 609/654-6266, Ext 201  
Fax: 609/654-6760  
Email: [walter.mcquillan@infotoday.com](mailto:walter.mcquillan@infotoday.com)



## ADVERTISING SPECS

### Mailing Instructions

**Send ad space orders to:**

**Walter McQuillan**, Information Today, Inc.  
39 Union Street, Medford, NJ 08055-8750  
800/300-9868; 609/654-7311, ext. 201  
Fax 609/654-6790  
Email [walter.mcquillan@infotoday.com](mailto:walter.mcquillan@infotoday.com)

**Send ad materials, correspondence, and proofs to:**

**Michael Hardwick**, Information Today, Inc.  
143 Old Marlton Pike, Medford, NJ 08055-8750  
800/300-9868; 609/654-6266, ext. 130  
Fax 609/654-4309  
[mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)  
*Please identify material by name of advertiser and magazine issue.*

### Contract and Copy Regulations

Advertiser is responsible for supplying appropriate artwork by the material due date; when a multiple insertion contract is in force, the publisher will pick up advertiser's ad from the most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher reserves the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by Information Today, Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.

### Frequency Discounts & Rate Adjustments

Frequency rates are based on the total number of insertions of 1/3 page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the Space Reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

### Terms & Conditions

A 15% discount on space, color, and position is available to recognized advertising agencies. All invoices due net 30 days. A 1.5% per-month late charge will be added to overdue invoices. A statement, three tear sheets, and a copy of the magazine are sent at time of publication.

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### Specifications

Final trim size is 8½"x10⅞". A page consists of three columns, each 2⅞"x9¼". Printed by offset lithography, saddle stitched. Halftones of 133- to 150-line screen are recommended. Materials stored at advertisers' risk for 3 months and then deleted unless otherwise instructed.

*Information Today, Inc. cannot be held responsible for any advertising material lost or damaged in printing.*

### Electronic Files

Press quality PDF files are preferred. We can also accept Macintosh format, QuarkXPress 6.5 or lower, Photoshop and/or Illustrator files. All graphics must be supplied as EPS or TIFF files and must be in CMYK mode. Any files submitted as RGB will be converted to CMYK. Any ad containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W graphics should be saved as grayscale. All graphics must be at least 300 dpi resolution. Include all graphics used in the ad. Fonts should be converted to outline, however, screen and printer fonts can be sent. We cannot accept True Type fonts.

A proof of the ad accurately representing how the ad should appear when printed MUST be included with the ad. Four-color ads must include an accurate color proof.

**Disc:** Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.

**Email:** Ads sent via email must not exceed 10MB gross file size. Files should be compressed into a Stuffit file, Zip file, or self-extracting archive. Email files to [Information Today, Inc. at adsubmit@infotoday.com](mailto:adsubmit@infotoday.com).

**File Upload Instructions:**

Address: <http://files.infotoday.com>  
User ID: advert (case sensitive)  
Password: advert1 (case sensitive)  
Ad Traffic Coordinator [mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)

Please email Ad Traffic Coordinator ([adsubmit@infotoday.com](mailto:adsubmit@infotoday.com)) when ad files have been uploaded to the file server site. Electronic ad submission MUST be followed with a mailed hard copy or PDF proof of the ad that accurately represents how the ad should appear when printed. A clear fax proof for B/W ads is acceptable. Fax copies to EContent Ad Traffic Coordinator at 609/654-4309.

### Publisher-Set Copy

Publisher-Set Copy Rate: \$400 for full-page ads; \$275 for 1/2 page or less. Copy due same date as space reservations. There is a \$50 charge for any type changes, or codes added by EContent.

# CUSTOM REPRINTS | E-PRINTS

## ECONTENT REPRINTS...

**Amazing marketing tools that can promote your business with style and impact**

Capitalize on your company's exposure in *EContent* magazine by reprinting your feature story, case study, new product release, and more. *EContent* can assist you in the development of a targeted reprint marketing campaign.

### Custom Reprints

*EContent* offers custom reprints designed exclusively for your company. Prices vary depending on an article length, quantity ordered, and customization options chosen. A minimum order of 100 is required. Please see the custom reprints rate schedule for details and pricing.

### E-Prints

You receive digital rights to publish an *EContent* article on your website and use article content in email promotions to clients. In this package, you receive your article in HTML and PDF format. Credit must be given to the author and to *EContent* magazine as the source of the material.

*Price: \$500 per article page.*

*See Page 10 for custom reprint and permission order form.*

Feel free to call directly for reprint/permission information.

Walter McQuillan

Phone: 609/654-6266, Ext 201, Fax: 609/654-6760

Email: [walter.mcquillan@infotoday.com](mailto:walter.mcquillan@infotoday.com)

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# CUSTOM REPRINTS | E-PRINTS

## 4-Color Process ●●●●

# pgs	100	500	1M	2M	3M	4M	5M	10M	15M	20M	25M
1	777	812	858	999	1,142	1,277	1,409	2,064	2,649	3,172	3,634
2	1,080	1,122	1,180	1,344	1,505	1,667	1,821	2,531	3,192	3,735	4,184
4	1,578	1,644	1,726	1,996	2,253	2,525	2,755	3,771	4,551	4,985	5,804
6	2,456	2,542	2,656	3,063	3,483	3,777	4,078	5,146	6,435	7,524	8,417
8	2,656	2,807	2,926	3,454	3,887	4,259	4,570	6,077	7,007	7,799	8,540
12	3,742	3,885	4,018	4,474	4,875	5,251	5,729	7,901	9,219	10,611	12,370
16	4,399	4,523	4,691	5,273	5,894	6,568	7,180	9,512	11,255	13,006	14,730

## 2-Color/Black & Color ●●

# pgs	100	500	1M	2M	3M	4M	5M	10M	15M	20M	25M
1	557	590	630	756	888	1,014	1,136	1,731	2,284	2,757	3,215
2	724	756	796	939	1,085	1,227	1,360	1,990	2,556	3,046	3,534
4	1,085	1,140	1,218	1,492	1,743	1,976	2,218	3,262	4,016	4,580	5,122
6	1,776	1,846	1,961	2,299	2,644	2,972	3,231	4,348	5,320	6,539	7,569
8	2,079	2,178	2,300	2,781	3,219	3,609	3,897	5,038	6,284	7,336	8,278
12	2,868	3,000	3,168	3,692	4,173	4,497	4,832	6,768	8,342	10,110	11,790
16	3,572	3,695	3,899	4,456	4,898	5,354	5,919	8,316	10,116	11,952	14,044

## 1-Color/Black ●

# pgs	100	500	1M	2M	3M	4M	5M	10M	15M	20M	25M
1	345	369	396	514	628	738	850	1,382	1,876	2,334	2,763
2	420	448	479	604	718	843	957	1,532	2,064	2,531	2,982
4	742	789	846	1,077	1,318	1,547	1,751	2,763	3,575	4,265	4,733
6	1,224	1,295	1,386	1,726	2,057	2,369	2,663	3,903	4,866	5,747	6,772
8	1,394	1,487	1,608	2,085	2,531	2,943	3,320	4,682	5,817	7,055	8,009
12	2,025	2,146	2,303	2,930	3,444	3,926	4,340	5,954	7,907	9,578	11,295
16	2,562	2,721	2,937	3,672	4,265	4,719	5,128	7,466	9,290	11,170	13,497

All reprint prices include EContent copyright and royalty obligations to the author.

Additional charges may apply due to customization options and shipping service.

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# CUSTOM REPRINTS | E-PRINTS

# CUSTOM REPRINT ORDER FORM



Date \_\_\_\_\_

Issue \_\_\_\_\_

Article Title \_\_\_\_\_

Author \_\_\_\_\_

**Send proofs and finished material to:**

Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

*Custom Reprint Specifications/Instructions:*

*Note: You will be able to review your custom reprint before your order is printed.*

Yes, Please enter my order for the following items:

**E-Prints:** Number of article pages \_\_\_\_\_ x \$500 per page =

**Custom Reprints:** Qty \_\_\_\_\_, No. of pages \_\_\_\_\_, Color choice  4C  2C  1C (fill in price from rate card)

*Note: Custom reprint price does not include shipping and customization charges.*

	Price
	\$ _____
	\$ _____
Sub Total:	\$ _____
CT, KY, WI must add sales tax:	\$ _____
Total:	\$ _____

**Mail your order form to:**

Information Today, Inc.  
Attn: Walter McQuillan  
143 Old Marlton Pike  
Medford, NJ 08055

**Or**

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**Phone:** 609/654-6266, Ext 201.

**Email:** walter.mcquillan@infotoday.com

**Payment Instructions:**

**CREDIT CARD:**  MC  VISA  AMEX

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