

editorial

circulation

rate card

reprint services

special value

list rental

reader profile

editorial mission

ONLINE readers

columns & departments

editorial calendar

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editorial team

editorial mission

ONLINE magazine publishes practical articles, reviews, news, and informed commentary for working information professionals—librarians and other professionals who gather, manage, and use electronic information in corporate, academic, and government work settings. ONLINE focuses on industry trends; new products and technologies; professional, business, and sci-tech online services; the Internet; intranet development and management; enterprise-wide information management; useful search and information management techniques; and information professional roles and responsibilities.

ONLINE readers say...

"The ONLINE magazine format is great. It contains everything the info pro needs to know about electronic information—from information about the creators of the products—to trends in the industry—to nitty-gritty technical information—to helpful information about how to manage all of these products and services. A must-have for today's manager of organizational knowledge."

Monica Ertel

Director of Research, North America
Korn/Ferry International



"ONLINE is our library's main professional literature—we read it thoroughly."

Carol Tenopir

Professor, School of Information Sciences
University of Tennessee

"I thoroughly enjoy ONLINE magazine. I find it's the premier source of information that helps me keep up-to-date with current issues. Wonderful columnists—great feature articles—great design. "

Dany Lessard

Information Specialist
PricewaterhouseCoopers (Canada)

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ONLINE columns & departments

All of *ONLINE*'s columnists are recognized professionals in the information industry. They are prolific writers and speakers and are considered experts on topics crucial to an *ONLINE* subscriber's industry information needs.

columns

The Dollar Sign (Marydee Ojala) - A timely and practical review of information resources and good practices for business researchers

Hardcopy (Deborah Lynne Wiley) - Rated reviews of books of interest to information professionals

Industry Insights (Anthea Stratigos) - Candid discussion and analysis of the information industry and the changing roles of info pros

Intranet Librarian (Darlene Fichter) - Hands-on analysis of intranet management issues and technology

O'Leary Online (Mick O'Leary) - Analysis of features, technology, and trends in Internet products marketed directly to business and end-users

Online Spotlight (Mary Ellen Bates) - A pithy look at a new or improved information product, service, or technique.

On the Net (Greg Notess) - Covers resources, tools, and effective use of the Internet and World Wide Web

PC Monitor (Walt Crawford) - Short tips on making effective use of the searcher's essential tool, the personal computer

Peter's Picks & Pans (Peter Jacso) - Pointed, sometimes acerbic assessments of the quality and utility of commercial databases and Web sites

Web Site Management (Kim Guenther) - Real-world strategies and ideas to support the complex task of effectively managing people, process, and technical resources involved in Web site management

departments

The HomePage - Thought-provoking editorial commentary on industry and professional issues

Industry News - The latest news and metrics from the front lines of the information industry, written just prior to press time

Internet Search Engine Update - Brief, up-to-the-minute notes about search engine enhancements and features

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2002 editorial calendar

bonus distribution

january/february

WebSearch University

- Psychology Sources
- Industry Information
- Resurgence of Cataloging

march/april

Buying & Selling eContent

- Knowledge Management
- Information Inventory
- Marrying Internal and External Information
- Data Mining

*Soc of Comp Intelligence Profs
Assn of Imaging & Info Mgmt
Computers in Libraries
Assn of Ind Info Professionals*

may/june

Special Libraries Association

- Special Agents: Bot Technology
- Legal Portals
- International Economic Data
- Presentation Technology

*Intranets 2002
InfoToday (NOM)
EMedia Expo
WebSearch University
VirComm*

july/august

- Après Web
- Medical Portals

september/october

eContent 2002

4th Annual Web Search Special Issue

WebSearch University

- Web Search Engines
- Trends
- Meta Search
- Newest New Thing

november/december

Internet Librarian

- Information Literacy
- New Skills for a New Era

*Online Information (London)
WebSearch University*

Bonus distribution subject to change.



ad closing dates

2002 issues

date of issue	space reservation	material due date
January	11/05/01	11/16/01
March	01/03/02	01/16/02
May	03/07/02	03/20/02
July	05/08/02	05/21/02
September	07/12/02	07/25/02
November	09/06/02	09/19/02

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ONLINE editorial team

editor



Marydee Ojala has been affiliated with Online Inc. for over 20 years as columnist, feature writer, and conference presenter/planner. As editor of *ONLINE*, she reaffirms the magazine's commitment to the information professional and serious researcher, striving to keep readers abreast of the latest technologies, search methodologies, and content. Previously editor of *EContent*, she helped shape its content and direction through its transition from *DATABASE* to *EContent*. She has written extensively on various online, information management, and technology issues and has spoken frequently at leading industry trade shows including ONLINE WORLD, WebSearch University, Online Information (London and Hong Kong), Australian Online and On-Disc Information, Intranets, and Special Libraries Association. She is a fellow of the Special Libraries Association, active in information industry professional associations, and recognized worldwide for her speaking and writing accomplishments.

columnists



Mary Ellen Bates is a frequent contributor to *ONLINE* and *EContent* magazines and has authored several books, her most recent being *Mining for Gold on the Internet*, published by McGraw-Hill. She is the principal of Bates Information Services, a research and consulting business based in Washington, DC that has been in business since 1991.



Walt Crawford writes *ONLINE*'s PC MONITOR column. He is an information architect at the Research Libraries Group, Inc. in Mountain View, CA. His current responsibilities include user interface design and resource analysis. Crawford is active in the Library and Information Technology Association, a division of the American Library Association.



Darlene Fichter is President of Northern Lights Internet Solutions, an Internet/intranet consulting, training, and development firm. She is a lead consultant and conference speaker in the areas of Web usability, strategic management, development of content-rich sites, Web maintenance, and the smart application of new technologies to libraries and corporate intranets. She is *ONLINE*'s INTRANET LIBRARIAN columnist.



Kim Guenther is the Director of the Web Development Center for the University of Virginia Health System, where she oversees the development of the Health System's Web initiatives. She leads an interdisciplinary team that provides support to 180 Webmasters. She writes and teaches on a variety of Web topics, and writes Web Site Management for *ONLINE*.



Greg Notess is a reference librarian at Montana State University and a well-known Internet writer and speaker. He writes ON THE NET and INTERNET SEARCH ENGINE UPDATE for *ONLINE*.



Mick O'Leary is a longstanding reporter and commentator on the online industry. He is the Library Director at Frederick Community College in Frederick, MD, and has written hundreds of articles, reviews, and editorials for *ONLINE*, *EContent*, and other publications. He contributes the O'LEARY ONLINE column.



Marydee Ojala is Editor of *ONLINE* magazine and writes *ONLINE*'s DOLLAR \$IGN column. She is an internationally recognized speaker and expert business researcher.



Peter Jacso, an associate professor of library and information science at the University of Hawaii's Department of Information and Computer Sciences. An award winning reviewer long-time observer of online databases, he writes Peter's Picks and Pans for *ONLINE*.



Anthea Stratigos is co-founder of Outsell, Inc. and leads the company's product development and is the chief architect of the firm's methodologies and research agenda. She and her staff contribute the INDUSTRY INSIGHTS column to *ONLINE* magazine.



Deborah Lynne Wiley is the founder and Principal of Next Wave Consulting, a consulting firm specializing in helping organizations create and market electronic publications. She has spent over 15 years designing, developing, and marketing electronic publications for a variety of publishers, governmental agencies, and nonprofit organizations. She writes the HARDCOPY column for *ONLINE* magazine.

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magazine circulation
 trade show distribution

ONLINE magazine circulation

ONLINE magazine is read by the world's top information professionals. With a subscription price of \$110.00, you can be sure you're reaching a qualified, interested, and motivated audience.

3.4 individuals
read each copy of ONLINE magazine.

According to the survey data, ONLINE subscribers share their magazine copies with an additional 2.4 readers, which means your advertising message will reach over 18,000 information professionals (within subscriber organizations) every issue.

22,356 information professionals
read each issue of ONLINE magazine.

Circulation data was compiled using actual circulation figures. The publisher expects to exceed these numbers through continuous circulation-building efforts in the coming year.



• ONLINE subscribers	5,565
• Newsstand sales (actual sell-through)	1,575
• Trade show circulation	1,860

Average total circulation (single issue) 9,000

2002 trade show distribution includes:

- WebSearch University
- SLA Annual Meeting
- Intranets 2002
- Info Today (NOM)
- Internet Librarian
- Computers in Libraries
- eContent 2002
- Buying & Selling eContent
- AIIM
- AIIP Annual Meeting
- SCIP Annual Meeting
- Online Information (London)
- VirComm
- DVD PRO/EMedia Expo

Trade show distribution subject to change.

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- black & white
- two-color
- four color
- covers
- ad sizes
- ad closing dates
- specifications & terms



black & white rates

	1X	3X	6X
1 page	\$2,194	\$2,106	\$1,980
2/3	1,755	1,685	1,584
1/2	1,360	1,306	1,228
1/3	988	948	891

two-color rates*

	1X	3X	6X
1 page	\$2,523	\$2,422	\$2,277
2/3	2,018	1,938	1,821
1/2	1,564	1,501	1,411
1/3	1,136	1,091	1,025

four-color rates

	1X	3X	6X
1 page	\$3,176	\$3,049	\$2,866
2/3	2,417	2,320	2,181
1/2	2,008	1,928	1,812
1/3	1,622	1,557	1,464

covers (all are four-color)

	1X	3X	6X
Cover 2	\$3,501	\$3,361	\$3,159
Cover 3	3,313	3,180	2,990
Cover 4	4,204	4,036	3,794

ad sizes

Space	Orientation	Size (w x h, inches)
full page	vertical	7-1/4 x 10 (see full page bleeds above)
2/3 page	vertical	4-1/2 x 9-1/4
1/2 page	horizontal	7 x 4-1/2
1/2 page	vertical	4-1/2 x 7
1/3 page	vertical	2-1/8 x 9-1/4
1/3 page	square	4-1/2 x 4-1/2

ad closing dates 2002 issues

date of issue	space reservation	material due
January	November 5	November 16
March	January 3	January 16
May	March 7	March 20
July	May 8	May 21
September	July 12	July 25
November	Sept 6	Sept 19

preferred positions are 10% extra per position:

- Page 1 (facing Cover 2)
- Pages (2) adjacent news section
- Page opposite lead article
- Page opposite table of contents

colors

*Standard second colors are available in process yellow, cyan, and magenta. Two-color advertisements using a color other than process should process-build the second color (separate PMS colors into process). Specialty inks (Day-Glo, etc.) priced upon request.

Four-color process artwork must be furnished as 133-line screened, color-separated negatives, accompanied by Matchprint or Cromalin proof.

full page bleeds

No extra charge for bleeds. Mechanical size for bleeds is 8-3/4" x 11-1/4". Live matter should be within 7-1/4" x 10".

Magazine trim size is 8-1/2" x 11"

advertising contact

Walter McQuillan
800/248-8466, Ext. 532
203/761-1466, Ext. 532
walterm@onlineinc.com

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specifications & terms

publisher-set copy

Rate: \$400 for full-page ads; \$275 for 1/2 page or less. Due same date as space reservations. There is a \$50 charge for any type changes, strip-ins, or codes added by Online Inc. A new negative or complete, new reproduction proof copy is preferred.

mailing instructions

Send space orders, correspondence, printer's proofs, copy to be set, and camera-ready material to:

*Advertising Coordinator
Online Inc.
213 Danbury Road
Wilton, CT 06897-4007*

Toll-free 800/248-8466
203/761-1466
Fax 203/761-1444

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; where 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 Online Inc. or its publications. Advertiser and advertising agency assume liability for all content of advertisements printed.



frequency discounts

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 a short rate. All cancellations must be received in writing prior to the Space Reservation date. Online Inc. reserves the right to make adjustments to the advertising rates.

billing and cancellation policies

Our terms are net 30 days—invoice, three tear sheets, and a copy of the magazine are sent at time of publication. There is a 50% cancellation charge (based on size of ad and rate) after the Material Due date. There is an additional charge for cancellation of special position after the Material Due date.

mechanical specifications

Trim size is 8-1/2" x 11". A page consists of three columns, each 2-1/8" x 9-1/4". Printed by offset lithography, reinforced perfect bound. Halftones of 133-150 line screen are recommended. Negatives are preferred. Publisher-set copy, alterations, and stripping charges are billed to customer at cost plus handling. Proof supplied for publisher-set copy only. Materials stored at advertisers' risk for three months and then destroyed unless otherwise instructed. Online Inc. cannot be held responsible for any advertising material lost or damaged in printing.

Offset Negatives supplied by client. Right-reading, emulsion-side-down negative must be supplied. Other types of black & white film are subject to a conversion charge of \$50. Four-color conversion is subject to a \$100 charge. Publisher-produced combined negatives are subject to a charge of \$125.

terms and 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.

subscriptions

All *ONLINE* subscriptions are paid, with the exception of samples to reviewers and advertisers. Subscriptions are \$110 per year for six issues. Promotional offers are available.

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promote your company
why reprints?
reprints are...
innovative uses
deliver your message

promote your company with ONLINE reprints

ONLINE reprints provide a cost-effective promotion vehicle that will help you educate your customers and potential customers on how your product stands up in the marketplace.

Reprints are multifunctional; they can be used over and over again in different ways to convey the same positive message you need to promote your business. Whether they're used as direct mail pieces, trade show collateral, or media kit elements, reprints provide a promotional "punch" for your business.

why reprints?

Reprints are amazing marketing tools that can promote your business in ways that traditional marketing tools cannot. Reprints give your current and prospective clients and customers a first-hand look at how the industry leaders view your company, business, or product.

reprints are...

versatile: They can be created in different formats to suit your promotional purposes. From black & white, one-page reprints to full-color, multipage pamphlets, reprints are available to be customized by you.

credible: Many professionals use published material as a guide to the industry, and when *ONLINE* praises you, the industry listens.

effective: High-quality reprints not only provide positive promotional information, they also give your business a very professional presentation.

innovative uses for reprints

- Direct Mail Campaign
- Media Kit/Press Release Elements
- Inter-Company Development
- Promotional Hand-Outs
- Valuable Web Site Material
- Trade Show Collateral Pieces
- Point-of-Purchase Promotion
- Customer Relations
- Generate New Business
- Investor & Stockholder Information

let us help you deliver your message

FosteReprints is the exclusive reprint supplier for *ONLINE*.

customized layouts • excellent customer service • rush-service option

FosteReprints

4295 South Ohio Street • Michigan City, IN 46360

Phone: 219/879-8366 • Fax: 219/874-2849

sales@fostereprints.com

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- rewards
- display cards
- web banners
- list rental discount

Frequency Has Its Rewards

Attention Contract Advertisers!

Choose from two special-value packages when you sign a contract for advertising in *ONLINE* and receive extra value for your advertising dollars! The *ONLINE* Frequency Value Program improves sales and profits by increasing brand awareness in multiple marketing channels. All *ONLINE* display advertisers are eligible to participate in the Frequency Value Program.

Frequency	Display Cards	Web Banner Impressions	List Rental Discount
3X	3	5,000	50%
6X	3	10,000	50%

Display Cards

(\$100 each) 10" x 16" —
 "As seen in *ONLINE*" with
 a picture of your ad!
*Perfect for display at
 trade shows!*



Web Banner Impressions

468 x 60 pixel top-of-page, run-of-site banner
 on *ONLINE* Web site.

List Rental Discount

Discount applied when you rent the
ONLINE mailing list — another great
 way to reach the influential *ONLINE*
 subscriber base.

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- deliver your message
- publications
- conference
- obtain datacard
- place an order

let us help you deliver your message

rent the ONLINE/INTERNET database for your next direct marketing project and experience the pull of the industry's top information professional list. Our direct marketing lists will deliver your message to a highly qualified audience of corporate, academic, and government information professionals. If you're an *ONLINE* advertiser or planning to advertise, reinforce your space advertising message with an ONLINE/INTERNET direct marketing promotion.

target a specific segment of the database through list rentals and direct marketing promotion. The ONLINE/INTERNET database consists of subscribers of *ONLINE*, *EContent*, and *EMedia* magazines as well as conference attendees from Online Inc. conferences. The database is available for most types of direct marketing promotions and can be segmented by the following selects:

publications

- *ONLINE*
- *EContent*
- *EMedia*
(Business Address, Industry, Job Function, Number of Employees, Purchase Influence, Software Used, Products Used, Media Used, Geography)

conferences

- *WebSearch University*
- *eContent*
- *Intranets*
- *DVD Pro*
- *EMedia Expo*
- *VirComm*
- *Buying & Selling eContent*

Six-time advertisers receive 50% off list rental (ads must be run within a 12-month period).

let us help you deliver your message:

L.I.S.T INC. is the exclusive list supplier for *ONLINE*.

to obtain a datacard or to place an order, contact:

*L.I.S.T Incorporated
84 Business Park Drive, suite 209
Armonk, NY 10504
Telephone: 914/765-0700*

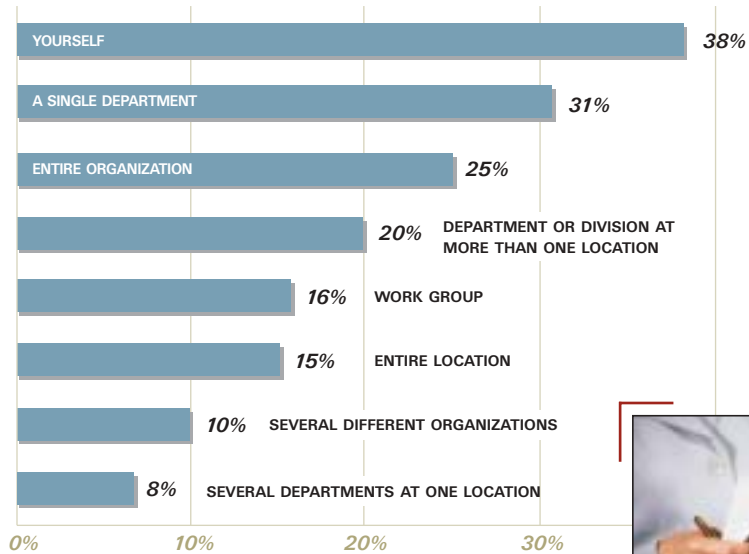
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- purchase authority/plans
- purchase involvement**
- top publications
- usefulness/comparison

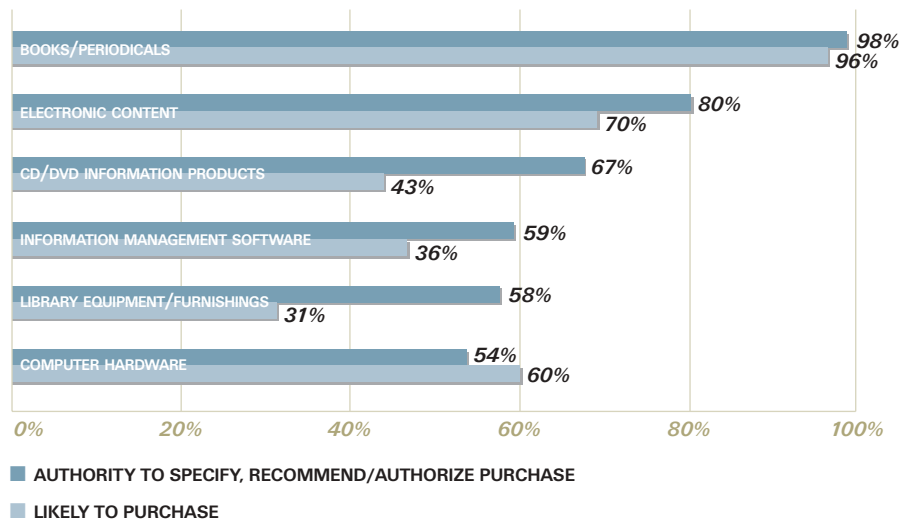
purchase involvement

Readers' authority to specify, recommend, or approve the purchase of information-related products/services



purchase authority/plans

- *Eighty percent have the authority to specify, recommend, or authorize electronic content purchases.*
- *Seventy percent are likely to purchase electronic content.*



Source: 1999 Reader Profile Survey

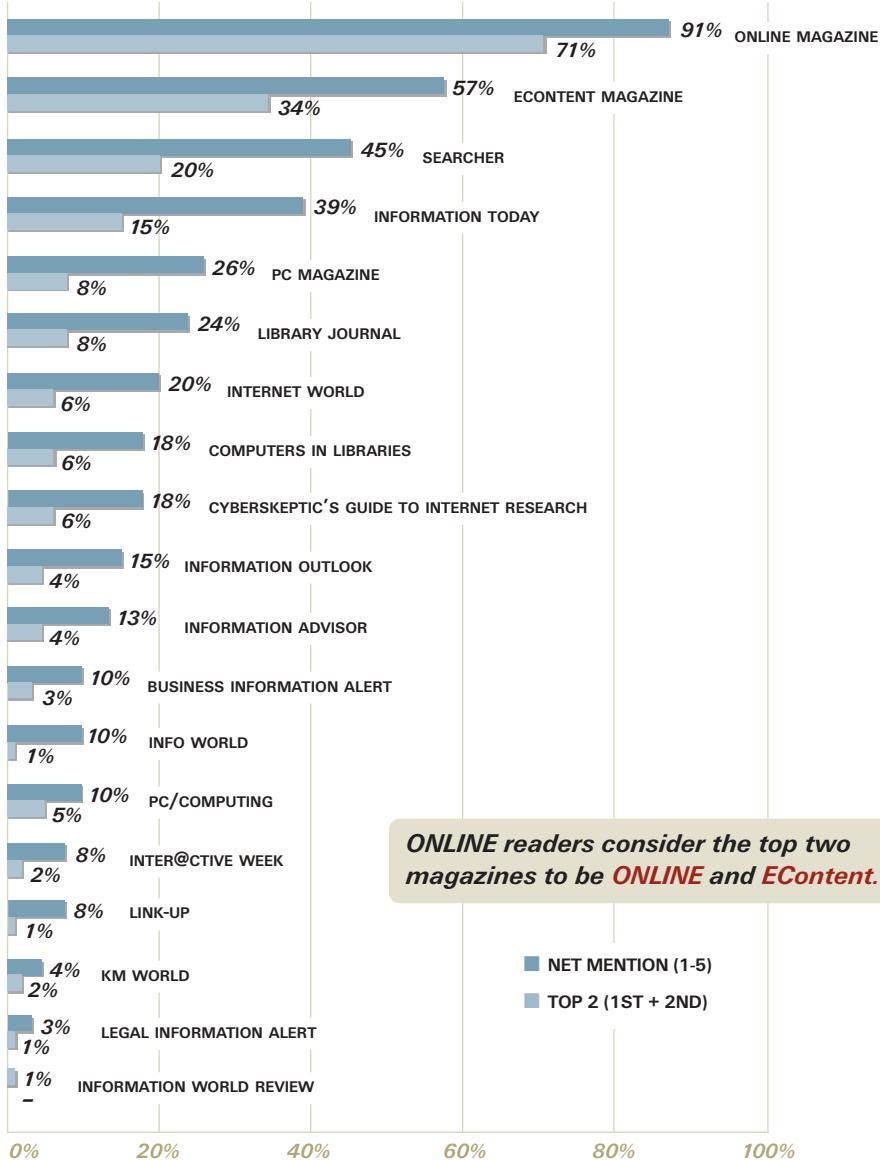
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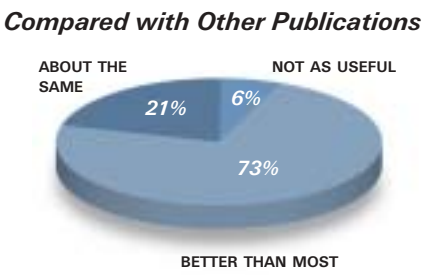
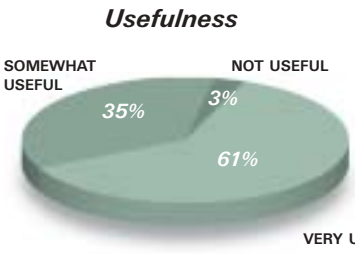
ONLINE magazine versus competitors

ONLINE readers pick their top five information-related publications.



ONLINE readers consider the top two magazines to be **ONLINE** and **EContent**.

publication usefulness/comparison



Source: 1999 Reader Profile Survey

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