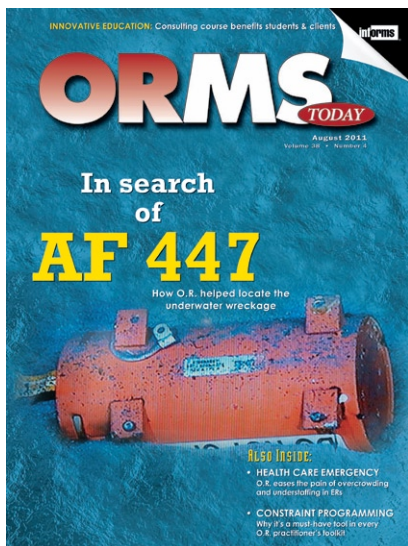


ORMS TODAY

The membership magazine of **informs**

2012 MEDIA GUIDE



PUBLISHER'S STATEMENT

ORMS Today, the membership magazine of the Institute for Operations Research and the Management Sciences (INFORMS), is written for upper-management professionals and academics in the field of operations research, the management sciences, and related information and decision sciences. The bi-monthly publication reports on the most recent developments in the field, and publishes articles that illustrate the applications and impact of O.R. and M.S. on the complex problems that occur in all areas of modern life, such as telecommunications, manufacturing, transportation, the service sector, healthcare and defense.

ORMS Today is mailed to every member of INFORMS, members of O.R. societies around the world and individual subscribers. With more than 12,000 readers worldwide, **ORMS Today** has a greater circulation than any other publication covering the fields of operations research and the management sciences.

Readers of **ORMS Today** are a unique group of corporate professionals, practitioners, researchers and educators. They hold advanced degrees in mathematics, engineering, business and other related fields, and they rely on sophisticated tools to perform their jobs effectively. Computers, complex software products, technical reference materials and specialized services – **your products and services** – are the primary tools of their trade.

ADVERTISING OPPORTUNITIES - PRINT:

- Display Advertising
- Classified Employment Advertising
- Product and Literature Showcase
- Brochure and Card Inserts
- White Papers
- Reprints

Online at www.orms-today.org

- Banner Advertising
- Classified Employment Advertising
- Resource Directory

WHAT DOES THIS MEAN TO YOU – THE ADVERTISER?

It means you can target the people who understand, need and, most importantly, **BUY** your products and services. These are the decision-makers who select computer products, educational materials and specialized services – professionals who are searching for ways to improve organizational efficiency and cost-effectiveness.

Nowhere else can you target such an informed audience with such exceptional buying power in this growing market.

ADVERTISING REPRESENTATIVE:

Sharon Baker
813.852.9942

sharonb@lionhrtpub.com
sharon.baker@mail.informs.org



2012 MEDIA GUIDE

EDITORIAL CALENDAR

2012 EDITORIAL CALENDAR

ISSUE	DEADLINES	EDITORIAL
February	<p>Ad Closing: January 6, 2012</p> <p>Ad Materials Due: January 13, 2012</p>	<ul style="list-style-type: none"> • CAREERS & CONSULTANTS How to get ahead in the O.R. and analytics marketplace • REVENUE MANAGEMENT & PRICING Maximizing profits in a dynamic environment • BUSINESS ANALYTICS Preview of 2012 INFORMS Conference on Business Analytics & Operations Research • SOFTWARE SURVEY: VEHICLE ROUTING
April	<p>Ad Closing: March 5, 2012</p> <p>Ad Materials Due: March 12, 2012</p>	<ul style="list-style-type: none"> • SPECIAL INTERNATIONAL ISSUE Global optimization: Annual overview of O.R. in action around the world, spotlighting innovative applications
June	<p>Ad Closing: May 7, 2012</p> <p>Ad Materials Due: May 14, 2012</p>	<ul style="list-style-type: none"> • SUPPLY CHAIN MANAGEMENT Beyond manufacturing: Variety of applications, opportunities for SCM • THE SUPER BOWL OF O.R. Results from the 2012 Franz Edelman competition matching the world's best O.R. applications • SOFTWARE SURVEY: FORECASTING
August	<p>Ad Closing: July 9, 2012</p> <p>Ad Materials Due: July 16, 2012</p>	<ul style="list-style-type: none"> • INNOVATIVE EDUCATION Annual back-to-school special issue on innovative education highlights breakthrough analytics programs
October	<p>Ad Closing: September 3, 2012</p> <p>Ad Materials Due: September 10, 2012</p>	<ul style="list-style-type: none"> • O.R. AND THE ENVIRONMENT Going green pays off for more and more corporations • OPERATIONS RESEARCH VS. OPPOSITION RESEARCH Politics, polling, predictions and the race for the White House • SOFTWARE SURVEY: DECISION ANALYSIS
December	<p>Ad Closing: November 9, 2012</p> <p>Ad Materials Due: November 16, 2012</p>	<ul style="list-style-type: none"> • CURE FOR HEALTHCARE WOES How analytics is strengthening a sick system • DOING GOOD WITH GOOD O.R. Real-world applications that benefit society

Dates and editorial content are subject to change.



2012 MEDIA GUIDE

DISPLAY ADVERTISING

Cover Rates & Special Positions

(Add to earned space rate and four-color rate)

- **Outside Back Cover: +25%**
- **Inside Front Cover/Inside Back Cover: +20%**
- **Page 1 & Opposite Contents Page: +15%**
- **Preferred/Special Positions: +10%**
- **Bleeds: No additional charge**

Covers and special positions must be booked for a three-time minimum. Current advertisers have first right of refusal.

Display Ad Sizes - (Trim Size: 8-1/8" x 10-7/8")

SPACE	WIDTH	DEPTH
Spread (bleed)	16-3/4"	11-3/8"
Spread (w/gutter bleed)	15-1/4"	10"
1 Page	7"	10"
1 Page (bleed)	8-5/8"	11-3/8"
2/3 Page (vertical)	4-9/16"	10"
1/2 Page (vertical)	3-3/8"	10"
1/2 Page (horizontal)	7"	4-7/8"
1/2 Page (island)	4-9/16"	7-1/2"
1/3 Page (vertical)	2-1/4"	10"
1/3 Page (square)	4-9/16"	4-7/8"
1/4 Page	3-3/8"	4-7/8"

Rates

Color					
AD SIZE	1X	3X	6X	9X	12X
Spread	\$4,894	\$4,649	\$4,405	\$4,160	\$3,915
Full page	\$3,177	\$3,018	\$2,859	\$2,700	\$2,542
2/3 page	\$2,601	\$2,471	\$2,341	\$2,211	\$2,081
1/2 island	\$2,132	\$2,025	\$1,919	\$1,812	\$1,706
1/2 page	\$1,988	\$1,889	\$1,789	\$1,690	\$1,590
1/3 page	\$1,697	\$1,612	\$1,527	\$1,442	\$1,358
1/4 page	\$1,169	\$1,111	\$1,052	\$994	\$935
Black & White					
AD SIZE	1X	3X	6X	9X	12X
Spread	\$3,739	\$3,552	\$3,365	\$3,178	\$2,991
Full page	\$1,997	\$1,897	\$1,797	\$1,697	\$1,598
2/3 page	\$1,749	\$1,662	\$1,574	\$1,487	\$1,399
1/2 island	\$1,483	\$1,409	\$1,335	\$1,261	\$1,186
1/2 page	\$1,349	\$1,282	\$1,214	\$1,147	\$1,079
1/3 page	\$1,214	\$1,153	\$1,093	\$1,032	\$971
1/4 page	\$849	\$807	\$764	\$722	\$679

2012 ADVERTISING DEADLINES

ISSUE	AD CLOSING	AD MATERIALS DUE
FEBRUARY	January 6, 2012	January 13, 2012
APRIL	March 5, 2012	March 12, 2012
JUNE	May 7, 2012	May 14, 2012
AUGUST	July 9, 2012	July 16, 2012
OCTOBER	September 3, 2012	September 10, 2012
DECEMBER	November 9, 2012	November 16, 2012

Artwork Submission for Display Advertising

ORMS Today goes directly to plate from disk; there is no film. Advertising rates quoted are for electronic media only.

INSTRUCTIONS TO SEND FILES ELECTRONICALLY:

Email Documents To:

albrubaker@lionhrtpub.com
770 431-0867 ext 218

Via FTP

FTP server: ftp.orms-today.com
Username: client@orms-today.com
Password: h5w29

Via Web Browser

URL: ftp://client.orms-today.com@ftp.orms-today.com
Password: h5w29

Send email confirmation to: production@lionhrtpub.com

We also accept artwork on CD & DVD.

File Formats:

Files should be formatted as high-resolution (300dpi) JPG, EPS, TIFF or press-optimized PDF. Color images must be saved as CMYK.

We cannot accept files in Microsoft Publisher, PowerPoint, Word, or any other application that will not export to EPS, PS or TIFF formats. Advertisers must include all fonts, files of placed or imported images or graphics, and other support files.

IMPORTANT:

Publisher will not be held responsible for any color changes appearing in print if a color match proof has not been submitted.

Advertising Department

Lionheart Publishing, Inc.
506 Roswell Street, Suite 220
Marietta, GA 30060
Tel: 770.431.0867
Toll-free: 888.303.5639
Fax: 770.432.6969

ADVERTISING CONTACT:

Sharon Baker
813.852.9942
sharonb@lionhrtpub.com
sharon.baker@mail.informs.org



2012 MEDIA GUIDE

ADDITIONAL ADVERTISING

Product & Literature Showcase

Featured twice each year, in the April and October issues this special four-color section showcases your literature, product or service to INFORM members. The 70-word description, image and full contact information gives you the opportunity to market your product or service to a highly receptive readership at a very low-cost.

Reach this targeted group of business executives, educators, researchers and government personnel who understand, need and, most importantly, BUY your products.

Marketing your product to this exclusive group can cost as little as **\$398**, making this your most cost-effective advertising buy this year.

Ad Rate and Frequency Discount

1/8 PAGE FOUR-COLOR

1X: \$431

2X: \$398

CUSTOMIZED REPRINTS

Has your company or product been featured in **ORMS Today**? Maximize your exposure to the market and reinforce your professional credibility with customized reprints.

HOW CAN YOUR COMPANY USE REPRINTS?

- Sales presentations
- Include them with your proposal package
- Create a direct-mail piece
- Distribute at trade shows and events
- Education and training

WHAT KIND OF CUSTOMIZATION IS AVAILABLE?

- Add your company logo
- Include your company profile and contact information
- Use an extra page to showcase a product or include an ad
- Highlight key points in the article

All reprints are printed on 70-lb gloss stock and are available in full-color or black and white. The reprint will state the article was featured in **ORMS Today** and indicate the issue.

- 500 minimum order
- Delivery time 3-4 weeks (rush delivery available)

FOR REPRINTS CONTACT:

KELLY MILLWOOD

770.431.0867, EXT. 215

Email: kelly@lionhrtpub.com

Additional Advertising Opportunities

Ask your advertising representative about other advertising options available in **ORMS Today**, including:

- Brochure and Card inserts
- White Papers
- Print & Online Combination Advertising

READER DEMOGRAPHICS

ORMS Today Readers' Job Involvement

44.5% Faculty	12.1% Executive
27.3% Analyst	6.4% Other
18.2% Manager	6.1% Researcher
15.2% Consultant	

ORMS Today Readers Recommend or Approve the Purchase of the Following Types of Software

29.8% Simulation	9.2% Decision Analysis
29.0% Statistical Analysis	8.0% Project Management
24.6% Linear/Integer Programming	7.7% Non-Linear Programming
24.6% Optimization	6.2% Expert Systems
18.5% Data Mining/Data Warehousing	4.6% Queuing
16.9% Modeling Languages	4.0% Scheduling
10.8% Forecasting	3.1% Distribution/Logistics
10.0% Spreadsheet Add-ins	7.7% Other

The following indicates ORMS Today readers' professional interests and involvements:

53.2% Optimization	14.7% Military Applications
46.2% Decision Analysis	14.3% Location Analysis
40.7% Simulation	14% Marketing
33.3% Quality, Statistics & Probability	13.5% Telecommunications
29.8% Computing	12.5% Organization Science
29.2% Information Systems	12.4% Management Control Systems
28% Applied Probability	11.6% Production Technologies
27.3% Manufacturing	11.4% Energy, Natural Resources & the Environment
21.8% Transportation Science	10.5% Social Science Applications
18.6% Technology Management	
16.7% Artificial Intelligence	9.2% Health Applications

2012 EMPLOYMENT ADVERTISING DEADLINES

ISSUE	AD CLOSING	AD MATERIALS DUE
FEBRUARY	January 6, 2012	January 13, 2012
APRIL	March 5, 2012	March 12, 2012
JUNE	May 7, 2012	May 14, 2012
AUGUST	July 9, 2012	July 16, 2012
OCTOBER	September 3, 2012	September 10, 2012
DECEMBER	November 9, 2012	November 16, 2012

With more than 13,000 readers worldwide, including all INFORMS members and subscribers, **ORMS Today** is the No. 1 source in the world for news, information and career opportunities in the fields of operations research, management science, and related information and decision sciences.

The Employment Advertising section offers you the opportunity to reach this highly specialized group of people. They include independent practitioners, professionals working in all areas of small and large corporations, teaching professionals, graduates and students at every level, government and military personnel.

You can be certain your job opening will get the widest exposure to this targeted audience.

PRINT ADVERTISING

DISPLAY (black & white)

- **1/4 page - \$849**
(3-3/8" x 4-7/8")
- **1/2 page - \$1,349**
(3-3/8" x 10" vertical)
(7" x 4-7/8" horizontal)
- **Full page - \$1,997**
(7" x 10")

Classified display includes an optional logo. Logos should be provided in high-resolution EPS, TIFF or JPEG format. Logos are NOT included in line ads or online advertising.

LINE ADVERTISING

\$26 per column line (approximately 60 character spaces per line) and \$49 per bold face headline.

Minimum charge \$280

Logos are not included in line ads.

PRINT & ONLINE COMBINATION

The employment search is often up against a tight deadline. With print and online combination advertising you cover all your options. Reach online readers at www.orms-today.org for instant exposure and an immediate response. Advertise in the print issue of **ORMS Today** and be certain you reach every INFORMS member, paid subscribers and IFORS groups around the world.

Add just \$180 to the cost of your printed ad to include your ad online. Your ad will post immediately and stay posted through to the publication of the following print edition.

PRINT ADVERTISING SUBMISSION INSTRUCTIONS

Just email the text of your advertisement to Maria Bennett at bennett@lionhrtpub.com. We will lay out the ad and fax a copy for your approval. At your request we will post your ad online.

Please provide a fax number.

ONLINE EMPLOYMENT ADVERTISING AT WWW.ORMS-TODAY.ORG

www.orms-today.org is the premier site for career opportunities in the fields of operations research, management science, and the related information and decision sciences. The employment section averages more than 30,000 unique page views a month.

It is **THE** place for employers and recruitment agencies to search for professionals in fields relating to operations research and the decision sciences.

Online ads are text only (no logos) and are limited to 500 words

ONLINE-ONLY pricing

1 month:	\$305
2 months:	\$410
3 months:	\$515
4 months:	\$600

To post online go to www.orms-today.org, click on **post job opening** and follow the posting guidelines and payment procedure.

Online-only ads must be paid at the time of posting

For Print and Online Classified Advertising Contact:

Maria Bennett
770.431.0867, ext. 219
(toll free: 888.303.5639)
bennett@lionhrtpub.com
maria.bennet@mail.informs.org



2012 MEDIA GUIDE

ONLINE ADVERTISING

ONLINE BANNER ADVERTISING

www.orms-today.org

Your potential customers return time and time again to read articles from current and past issues of the print edition, to locate products and vendors through the Online Resource Directory, for the software surveys, job searches and to find other related resources.

The **ORMS Today** web site averages 45,000 visitors each month. The most trafficked pages are the job search, the front page, software surveys and the Resource Directory.

Get your message in front of this active group of information seekers with your banner ad today!

FOR BANNER ADVERTISING INFORMATION

CONTACT SHARON BAKER:

813.852.9942

Email: sharonb@lionhrtpub.com

sharon.baker@mail.informs.org

2012 BANNER ADVERTISING RATES

Pick a general interest page for maximum exposure, or a more targeted page to reach your best prospects. Visitors click on your banner to go directly to your web site.

	1 month	3x	6x	12x
Top full banner (468 x 60 pixels)	\$657	\$624	\$558	\$492
Side vertical banner (120 x 240 pixels)	\$527	\$500	\$447	\$395
Side Button 1 (120 x 90 pixels)	\$320	\$304	\$272	\$240
Side Button 2 (120 x 60 pixels)	\$280	\$266	\$238	\$210

**Rates are per month/Run-of-Site (Excluding the home page)
Add an additional 20% for banner advertising on the home page**

ONLINE RESOURCE DIRECTORY

The Online Resource Directory offers you three packaging options to best market and explain your product or service (open to qualified products and services only).

Take this opportunity to include your company in the **ORMS Today** Online Resource Directory at no charge.

Click on "Resource Directory" at www.orms-today.org. Just select your package option and complete the online request form.

Enhancements:

Stand out from your competition by adding your logo and a 250-word description of the company's product or service or feature your company on the home page.

FOR INFORMATION ON LISTING YOUR COMPANY IN THE ONLINE RESOURCE DIRECTORY CONTACT PATTON MCGINLEY:

770.431.0867, ext.214

(toll-free, 888.303.5639)

Email: patton@lionhrtpub.com

TYPE OF LISTING

- Individual Company page, featuring full contact information
- Active URL & email link from the Company page
- Unlimited listings on the Products & Services Category listing to your Company page
- Links from the Products & Services Category listing to your Company page
- Company logo on your Company page
- 250-word Company description on your Company page
- 250-word Product description on your Company page
- Preferred Placement on the Products & Services Category pages
- Your Company listing featured on the Resource Directory home page with a link to your Company page

BASIC PACKAGE (FREE)

DELUXE PACKAGE (\$250)

SUPREME PACKAGE (\$400)

	BASIC PACKAGE (FREE)	DELUXE PACKAGE (\$250)	SUPREME PACKAGE (\$400)
Individual Company page, featuring full contact information	•	•	•
Active URL & email link from the Company page	•	•	•
Unlimited listings on the Products & Services Category listing to your Company page	•	•	•
Links from the Products & Services Category listing to your Company page	•	•	•
Company logo on your Company page		•	•
250-word Company description on your Company page		•	•
250-word Product description on your Company page		•	•
Preferred Placement on the Products & Services Category pages			•
Your Company listing featured on the Resource Directory home page with a link to your Company page			•

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INFORMS OFFICES

Requests for membership information and all other INFORMS publications should be addressed to www.informs.org or 1.800.4INFORM.

INFORMS Headquarters:

7240 Parkway Drive, Suite 300
Hanover, MD 21076
www.informs.org

General Terms and Conditions

- The Publisher reserves the right to reject or cancel any advertisement that does not meet the Publisher's standards, for any reason at any time. In addition, the Publisher reserves the right to place the word "Advertisement" in advertising that, the Publisher's opinion, resembles editorial matter. However, no change in advertising copy will be made without prior consent of the Advertiser or their Agent.
- In consideration of publication of an advertisement, the Advertiser and Agency jointly and severally will indemnify and hold blameless **ORMS Today**, Lionheart Publishing, Inc., INFORMS, their officers, agents and employees against any loss, damages and expense resulting from the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.
- The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Publisher.
- The Publisher is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.

Agency Commissions

- Fifteen percent commission is allowed to recognized advertising agencies on space, color and positions provided the account is in good standing and paid within 60 days of invoice dates. Outstanding invoices over 60 days will not qualify for the agency discount.
- Publisher must receive confirmation of all agency appointments from the Advertiser account. Classified advertising, online advertising and other special advertising, where indicated, is not commission-based.

Cancellation & Contract Terms

- Cancellations of advertising must be made in writing and are not accepted after ad closing date.
- If contracts including a frequency discount are not completed in full, the printed rate for the insertions completed will be applied and charged.

SUBSCRIPTIONS

Single copy: \$10.50 US, \$15.00 Overseas

U.S. subscriptions: one year, \$62.00

Canada & Mexico: one year, \$79.00

Overseas subscriptions: one year, \$85.00

A membership subscription to **ORMS Today** is included in the annual dues of the Institute for Operations Research and the Management Sciences (INFORMS).