

Analytics

DRIVING BETTER BUSINESS DECISIONS

BROUGHT TO YOU BY



Institute for Operations Research
and the Management Sciences

2012 MEDIA PLANNER



Analytics Magazine, www.analytics-magazine.org and the monthly **Analytics eNews** are an integral part of INFORMS vision to showcase the power of analytics and provide an understanding of how data modeling and mathematical analyses are used to drive better business decisions.

Launched in Spring 2008, the bi-monthly digital **Analytics Magazine** appeals to both the analytics professional and the business executive seeking a better appreciation of business analytics. With more than 8,000 subscribers and published six times a year, each issue of **Analytics** includes timely feature articles, departments and columns written by industry experts, and case studies of analytic applications in business decisions.

The monthly **Analytics eNews** is emailed directly to more than 6,400 opt-in subscribers. It is a source of industry news, research, company announcements, and career advancement opportunities. It also provides previews of upcoming magazine articles and provides a gateway to the website and magazine.

ADVERTISING OPPORTUNITIES

Analytics Magazine

Display Advertising
Belly Bands
Inserts
Employment Advertising

Analytics eNews

Banner Advertising
Sponsorships
Employment Advertising

www.analytics-magazine.org

Banner Advertising
Sponsored Topics Program
Employment Advertising
Video
Podcasts

www.analytics-magazine.org is the daily destination for the analytics professional who wants to stay on top of this fast changing profession. The website provides industry news, research studies and articles categorized by industries and interests along with supplier directories, events, analytic blogs, videos and podcast. The website content is constantly updated to provide the most current news and information to the analytics community.

ADVERTISING CONTACTS:

DISPLAY ADVERTISING:

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

EMPLOYMENT ADVERTISING:

Maria Bennett
888.303.5639, ext. 219
bennett@lionhrtpub.com
maria.bennett@mail.informs.org

www.analytics-magazine.org

DIGITAL MAGAZINE SCHEDULE & DEMOGRAPHICS

Total Registered Subscribers: 8,085

Analytics readers enjoy the digital format of the magazine, the ability to access the articles and columns from any location, and to easily share information with colleagues. This type of engagement leads to readers averaging of 770 hours with each issue, viewing an average of 102,466 page views per issue.

Title

Corporate Mgmt..VP/ Directors/Managers	41.1%
Analyst	29.9%
Academic	8.7%
Consultant	15.9%
Other	4.4%

Primary Business

Consulting Services	17.8%
Education	12.6%
Business Services/Accounting	11.9%
Financial Services/Insurance	11.0%
Telecom/Communications	8.4%
Manufacturing	6.6%
Government/Military	6.4%
Engineering Services	4.3%
Health Services	4.0%
Retail/Wholesale	4.0%
Marketing/Advertising	3.1%
Transportation	2.9%
Mining/Energy/Utilities	2.6%
Construction	0.8%
Agriculture	0.6%
Real Estate	0.2%
Other	2.8%
INFORMS Members	12%
Non-members	88%

ADVERTISING REPRESENTATIVE:

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

2012 CALENDAR SCHEDULE

	BOOK YOUR AD BY	AD MATERIALS DUE
January/February	December 6, 2011	December 13, 2011
March/April	February 1, 2012	February 8, 2012
May/June	April 23, 2012	April 27, 2012
July/August	June 13, 2012	June 20, 2012
September/October	August 8, 2012	August 15, 2012
November/December	October 4, 2012	October 11, 2012

2012 EDITORIAL CALENDAR

**Editorial Calendar subject to change*

	FEATURE TOPICS
January/February 2012	Special Issue: Healthcare Healthcare analytics, applications & opportunities
March/April 2012	Supply Chain Management & Intelligence Mobile BI and Analytics Software Survey: Vehicle Routing
May/June 2012	Social Media Marketing Data & Text Mining Web 2.0
July/August 2012	Business Forecasting Power of Predictive Modeling Software Survey: Forecasting
September/October 2012	Retail Science Marketing Optimization Customer Intelligence
November/December 2012	Risk Management Big Data Concerns Software Survey: Decision Analysis

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DISPLAY ADVERTISING

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"
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"

Advertising Rates (Color Only)

AD SIZE	1X	3X	6X
2-page Spread	\$1295	\$1100	\$906
1 Page	\$675	\$573	\$472
1/2 Page (island)	\$470	\$399	\$329
1/2 Page	\$450	\$382	\$315
1/3 Page	\$360	\$306	\$252
1/4 Page	\$285	\$242	\$199
Video	\$500 per minute		
Audio (Only)	\$200 per minute		

The 3X and 6X rate represents a 15% and 30% discount (respectively) and is cost per issue.

Advertising Specifications:

- Minimum 200 dpi
- Embed all fonts and flatten transparencies
- All video must be in the FLV format
- All audio must be in the MP3 format

ONLINE ADVERTISING

WWW.ANALYTICS-MAGAZINE.ORG

Each month thousands of executives, analytics practitioners, consultants and research professionals visit www.analytics-magazine.org for up-to-date information on the news and trends in the analytics profession. On average 11,573 pages of www.analytics-magazine.org are viewed by 5,751 visitors in 30 days. Advertising on the *Analytics* website is targeted to reach your most active prospects who are seeking information and business solutions.

ANALYTICS eNEWS

Analytics e-News is sent to more than 6,400 opt-in subscribers. Each issue provides breaking news, updates on industry events, research reports and new product launches. Advertising in the *Analytics e-News* offers a very targeted interactive channel to reach your best prospects.



ONLINE & eNEWS ADVERTISING RATES

AD SIZE	1 Month	3 Months	6 Months	12 Months
Banner (468x60)	\$750	\$645	\$565	\$480
Vertical Rectangle (240x400)	\$750	\$645	\$595	\$425
Half Banner (234x60)	\$500	\$465	\$395	\$265
Square (250x250)	\$695	\$625	\$545	\$460
Rectangle (180x150)	\$450	\$395	\$335	\$235
Vertical Banner (120x240)	\$476	\$415	\$355	\$262
Button (120x90)	\$255	\$210	\$168	\$138
Button (120x60)	\$210	\$178	\$127	\$100
Square (125x125)	\$325	\$285	\$235	\$175
Skyscraper (160x600)	\$750	\$665	\$595	\$521
Skyscraper (120x600)	\$710	\$638	\$568	\$487

EMPLOYMENT ADVERTISING

www.analytics-magazine.org is the premier site for career opportunities in analytics. Together, the bi-monthly digital magazine, the monthly eNews and the website provide the analytics community with a reliable stream of information, ideas and industry developments. This trusted and reliable source draws the continued interest and loyalty of the analytics professionals who regularly visit www.analytics-magazine.org and subscribe to *Analytics Magazine* and *Analytics eNews*.

Place your job opening with *Analytics* and guarantee exposure to the largest and most targeted group of candidates in the analytics field.

ONLINE EMPLOYMENT RATES

ONLINE-ONLY pricing

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

- Online Employment ads are text only (no logos) and are limited to 500 words per ad.
- Payment is due at the time of posting.

DIGITAL MAGAZINE RATES

- 1/4 page (3-3/8" x 4-7/8") - **\$285**
- 1/2 page (3-3/8" x 10" vertical) - **\$450**
- Full page (7"x10") - **\$665**

Line advertising: \$15 per line (minimum ad charge \$150)

COMBINED ONLINE AND DIGITAL ADVERTISING

Add **\$120** to your online posting to include your ad in the bi-monthly digital *Analytics Magazine*.

Submit finished artwork, or email the text of your advertisement to Maria Bennett at bennett@lionhrtpub.com, and include a jpeg of your logo. We will lay out the ad for your approval.

TO ADVERTISE OR FOR MORE INFORMATION, CONTACT:

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

ONLINE ADVERTISING TERMS AND CONDITIONS

- All rates are net.
- Payment required within 15 days of signing advertising agreement.
- Subsequent periods will be billed at the beginning of each session.
- Ads will be posted within 5 working days of being received.
- Advertisers holding the ad spot will be given the option to keep it, but the decision to renew is required no later than 15 days prior to end of existing contract. Replacements will be selected on a "first come, first served" basis.
- Advertisements should be supplied as GIF, JPG or SWF (Flash) files. SWF is NOT recommended for ads running in ENews.
- File size should not exceed 50 kb.
- Combination print and banner rates available.

Submit files to **Patton McGinley** at
patton@lionhrtpub.com

Call with questions:
888.303.5639, ext. 214

ANALYTICS MAGAZINE IS PUBLISHED BY

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