SAVING LIVES.
SAVING MONEY.
SOLVING PROBLEMS.
We’re All Making a Difference in the World

From cutting edge research in universities to devising new ways to improve outcomes in business and society, the work and impact of INFORMS members is, simply put...Saving Lives, Saving Money, and Solving Problems.

Analytics-magazine.org and the monthly Analytics eNewsletter deliver the latest information on the impact and role analytics plays in business decision making. Our mission is to help advance the practice, research, methods, and application of advanced analytics by reaching an average annual audience of 346,000 executives, analyst professionals, academics, and students.

The newly enhanced website is constantly updated to provide the most current news and information in the analytics industry—featuring industry news, research studies, upcoming industry events, new product announcements, industry research, blogs/videos/podcasts, and whitepapers.

Target the people who understand, need, and, most importantly, buy your products and services.

Deliver your Message through Multiple Channels:

- Online
- Monthly eNewsletters
- Video
- eBlast
- Sponsored Content & News
FROM LIFESAVING DISCOVERIES, TO BILLIONS IN SAVINGS, O.R. & ANALYTICS MAKE AN IMPACT EVERY DAY.
Analytics Magazine by the Numbers

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 a combined total of 770 hours per issue, viewing an average of 102,466 page views.

Analytics Monthly Statistics:
- 29,559 Average Page Views
- 28,824 Average Unique Page Views
- 17.4% Average eBlast Open Rates (sent to over 13,000 Analytics Subscribers)

Our Readers’ Employment Titles:
- 30.1% Corporate Management
- 29.9% Analyst
- 18.7% Academic
- 15.9% Consultant
- 5.4% Other

Our Readers’ Primary Business Interests & Involvements:
- 17.8% Consulting Services
- 12.6% Education
- 11.9% Business Services/Accounting
- 11.0% Financial Services/Insurance
- 8.4% Telecom/Communications
- 6.6% Manufacturing
- 6.4% Government/Military
- 4.3% Engineering Services
- 4.0% Health Services
- 4.0% Retail/Wholesale
- 3.1% Marketing/Advertising
- 2.9% Transportation
- 2.6% Mining/Energy/Utilities
- 4.4% Other
O.R. & ANALYTICS FUEL OUR PASSION TO EXPLORE & FORGE NEW SOLUTIONS TO TIMELESS PUZZLES.
## 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>EDITORIAL THEMES</th>
<th>AD SPACE DUE</th>
<th>MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>– AI and Machine Learning: The Final Frontier?</td>
<td>December 7, 2018</td>
<td>December 14, 2018</td>
</tr>
<tr>
<td></td>
<td>– C-Suite: Say Hello to the New CDO &amp; CAO</td>
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<td></td>
<td>– How to Build a Company Analytics Culture</td>
<td></td>
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</tr>
<tr>
<td>March/April</td>
<td>– Software Survey: Statistical Analysis</td>
<td>February 8, 2019</td>
<td>February 15, 2019</td>
</tr>
<tr>
<td></td>
<td>– Marketing Analytics: Models, Metrics &amp; ROI</td>
<td></td>
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<tr>
<td></td>
<td>– Real-Time Retail Analytics: Focus on Customer</td>
<td></td>
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<tr>
<td>May/June</td>
<td>– Healthcare Analytics: Curing a Broken System</td>
<td>April 3, 2019</td>
<td>April 10, 2019</td>
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<tr>
<td></td>
<td>– Internet of Things: Smart Homes, Cities, Grids</td>
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<td></td>
<td>– Innovative Revenue Management Applications</td>
<td></td>
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<tr>
<td>July/August</td>
<td>– Cybersecurity/Crime: Analytical Intervention</td>
<td>June 7, 2019</td>
<td>June 14, 2019</td>
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<td></td>
<td>– Blockchain: Promises, Challenges, Concerns</td>
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<td></td>
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<td></td>
<td>– Supply Chain: New Applications, New Solutions</td>
<td></td>
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<tr>
<td>September/October</td>
<td>– Re-skilling: Stay Ahead of the Job Market</td>
<td>August 9, 2019</td>
<td>August 16, 2019</td>
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<tr>
<td></td>
<td>– Citizen Data Scientists: Harmless or Hurtful?</td>
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<td></td>
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<td></td>
<td>– Financial Modeling with Quantum Computing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November/December</td>
<td>– Software Survey: Simulation</td>
<td>October 11, 2019</td>
<td>October 18, 2019</td>
</tr>
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<td></td>
<td>– Manufacturing Magic: Turning Data into Value</td>
<td></td>
<td></td>
</tr>
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<td></td>
<td>– Military Readiness: Role of Predictive Analytics</td>
<td></td>
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</tr>
</tbody>
</table>

Editorial Calendar is subject to change.
ANALYTICS IS TRANSFORMING DATA INTO INSIGHTS FOR MAKING BETTER DECISIONS.
Digital Advertising Specifications

Your interactive Website Advertisement allows your prospects to react immediately to your marketing message and visit your website or dedicated landing page. INFORMS offers a number of ad sizes and formats to allow you to maximize the impact and interest in your products and services.

Column Ads:
Choose between top or lower-level column ad placement for an engaging location where analytics professionals frequently land.

Leaderboard, Article Page Ads:
Position your Leaderboard Ad on article pages that analytics professionals often reference for the most up-to-date industry news and information.

Sponsored Content/Industry News (NEW for 2019):
Enhance your leadership position with these exclusive positions and provide your company the opportunity to share its expertise, new product, etc. A preview of your article and a link to your landing page will be featured on the home page of Analytics-Magazine.org. Choose between Sponsored content and Industry News.

Dynamic Video Ad (NEW for 2019):
Deliver a concise message in a 15-30 second video. Featured on the Analytics magazine homepage (www.analytics-magazine.org), this is a unique, exclusive opportunity to reach thousands of readers.
## Digital Advertising Rates

Static, non-rotating ad placements & inquiries about pricing for rotating ads are subject to availability.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Level Column Ads</td>
<td>$1,700</td>
<td>$1,445</td>
<td>$1,275</td>
<td>$1,105</td>
<td>400 x 400</td>
</tr>
<tr>
<td>Lower Level Column Ads</td>
<td>$1,600</td>
<td>$1,345</td>
<td>$1,175</td>
<td>$1,005</td>
<td>400 x 400</td>
</tr>
<tr>
<td>Leaderboard (Article Pages Only)</td>
<td>$1,998</td>
<td>$1,698</td>
<td>$1,498</td>
<td>$1,297</td>
<td>1280 x 300</td>
</tr>
<tr>
<td>Sponsored Content/Industry News</td>
<td>$2,450</td>
<td>$2,002</td>
<td>$1,837</td>
<td>$1,592</td>
<td>N/A</td>
</tr>
<tr>
<td>Dynamic Video Ad</td>
<td>$2,600</td>
<td>$2,150</td>
<td>$1,987</td>
<td>$1,742</td>
<td>844 x 475</td>
</tr>
</tbody>
</table>

### Payment Terms & Conditions:

- All rates are net.
- Payment required within 15 days of signing advertising agreement, or before ad publishing date.
- Subsequent periods will be billed at the beginning of each ad period.
- 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.

### File Format:

- All digital advertisements should be formatted as GIF, JPG, or PNG files at 72 dpi. Please make sure all file sizes do not exceed 50KB.
- Video advertisements should be 15–30 seconds long and formatted as a VAST tag, .mov, or .mp4 file. Please make sure all video files do not exceed 5MB.
O.R. & ANALYTICS OFFERS LIMITLESS POSSIBILITIES FOR US TO TACKLE CHALLENGES GREAT OR SMALL.
eNewsletter Ad Rates

Each month the Analytics eNews is sent to a list of active subscribers. Your advertisement is interactive, and generates immediate response from prospects interested in your product or service.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,092</td>
<td>$843</td>
<td>$709</td>
<td>$595</td>
<td>290 x 100</td>
</tr>
<tr>
<td>Top banner</td>
<td>$818</td>
<td>$704</td>
<td>$650</td>
<td>$464</td>
<td>540 x 150</td>
</tr>
<tr>
<td>Square</td>
<td>$759</td>
<td>$682</td>
<td>$595</td>
<td>$447</td>
<td>250 x 250</td>
</tr>
</tbody>
</table>

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# 2019 eNewsletter Advertising Schedule

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>AD SPACE DUE</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>January 7</td>
<td>January 14</td>
<td>January 17</td>
</tr>
<tr>
<td>February</td>
<td>February 4</td>
<td>February 11</td>
<td>February 14</td>
</tr>
<tr>
<td>March</td>
<td>March 4</td>
<td>March 11</td>
<td>March 14</td>
</tr>
<tr>
<td>April</td>
<td>April 1</td>
<td>April 8</td>
<td>April 11</td>
</tr>
<tr>
<td>May</td>
<td>May 6</td>
<td>May 13</td>
<td>May 16</td>
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<tr>
<td>June</td>
<td>June 10</td>
<td>June 17</td>
<td>June 20</td>
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<tr>
<td>July</td>
<td>July 8</td>
<td>July 15</td>
<td>July 18</td>
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<tr>
<td>August</td>
<td>August 5</td>
<td>August 12</td>
<td>August 15</td>
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<tr>
<td>September</td>
<td>September 9</td>
<td>September 16</td>
<td>September 19</td>
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<tr>
<td>October</td>
<td>October 7</td>
<td>October 14</td>
<td>October 17</td>
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<tr>
<td>November</td>
<td>November 11</td>
<td>November 18</td>
<td>November 21</td>
</tr>
<tr>
<td>December</td>
<td>December 9</td>
<td>December 16</td>
<td>December 19</td>
</tr>
</tbody>
</table>
eBlast Advertising Rates

Deliver your marketing message on an exclusive basis to our active email subscribers through the analytics eBlast option, on the date of your choosing. Open and click-through rates are available upon request.

*Subject to availability.*

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>PER BLAST</th>
<th>FILE FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>eBlast</td>
<td>$3,000</td>
<td>HTML</td>
</tr>
</tbody>
</table>

File Format:
All eBlast advertisements should be formatted in HTML with a text file, header information, and an Opt-Out/Unsubscribe Suppression file. Any images that are included within the HTML coding, please make sure it doesn’t exceed 600px in width.

Payment Terms & Conditions:
- All rates are net.
- Payment required within 15 days of signing advertising agreement, or before ad publishing date.
- Subsequent periods will be billed at the beginning of each ad period.
- There is a limited number of eBlasts available per month, they are sold on a first-come, first-served basis.
- There is a 10-day turnaround time for eBlasts.
TURNING DATA INTO INFORMATION, TRANSFORMING INFORMATION INTO INSIGHTS, & YIELDING NEW IDEAS.
Terms & Conditions

• INFORMS reserves the right to reject or cancel any advertisement that does not meet INFORMS standards, for any reason at any time. In addition, INFORMS reserves the right to place the word “Advertisement” or “Sponsored” in advertising that, in INFORMS 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 Analytics magazine sponsoring organizations; 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.

• INFORMS is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of INFORMS.

• INFORMS is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.

• INFORMS provides a 15% commission 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.

• INFORMS must receive confirmation of all agency appointments from the Advertiser account. Classified advertising, online advertising, and other special advertising, where indicated, are not commission-based.

• Payment must be made prior to the ad or email publishing date.

• 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 rate for the insertions completed will be applied and charged.
Advertising Inquiries:
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Sales Manager
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