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 176,000 executives, analytics 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. The site maintains continuous publication throughout the month and as new content is created and added, there is a push on INFORMS social media and other channels to drive traffic to the sites.

**Analytics Monthly Statistics:**
Web visits are increasing each month with new site enhancements, please inquire for details.
25.7% Average eNewsletter Open Rates
17.4% Average eBlast Open Rates

**Our Readers’ Employment Titles:**
30.1% Vice President, Directors, & Managers
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.
# 2020 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>EDITORIAL THEMES</th>
<th>AD SPACE DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>- Predictions for Analytics, AI &amp; ML in 2020&lt;br&gt;- Citizen Data Scientists: Harmless or Hurtful?&lt;br&gt;- Analytics in the Public Sector</td>
<td>December 20, 2019</td>
</tr>
<tr>
<td>March/April</td>
<td>- Artificial Intelligence: Friend or Foe?&lt;br&gt;- Healthcare Analytics in the Big Data Era&lt;br&gt;- Internet of Things: Smart Homes, Cities, Grids</td>
<td>February 13, 2020</td>
</tr>
<tr>
<td>May/June</td>
<td>- Marketing Analytics: Models, Metrics &amp; ROI&lt;br&gt;- Real-Time Retail Analytics: Focus on the Customer&lt;br&gt;- Enhanced Semantic Search and Research</td>
<td>April 14, 2020</td>
</tr>
<tr>
<td>July/August</td>
<td>- Cybersecurity/Crime: Analytical Intervention&lt;br&gt;- G5: What it Offers the Analytics Profession&lt;br&gt;- Blockchain: Promises, Challenges, Concerns</td>
<td>June 15, 2020</td>
</tr>
<tr>
<td>September/October</td>
<td>- Career Builder: Five Vital Skills&lt;br&gt;- How to Hire, Develop Top Data Science Talent&lt;br&gt;- How to Build a Company Analytics Culture</td>
<td>August 17, 2020</td>
</tr>
<tr>
<td>November/December</td>
<td>- Manufacturing Magic: Turning Data into Value&lt;br&gt;- Taking the “Wrangling” Out of Data Science&lt;br&gt;- Analytics Ethics: Issues and Answers</td>
<td>October 19, 2020</td>
</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:**
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 homepage of Analytics magazine. Choose between Sponsored Content and Industry News.

**Dynamic Video Ad:**
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

All advertisements are static, non-rotating, and 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>
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<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>
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<tr>
<td>Top Banner</td>
<td>$818</td>
<td>$704</td>
<td>$650</td>
<td>$464</td>
<td>540 x 150</td>
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<tr>
<td>Square Ad</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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## 2020 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 6</td>
<td>January 13</td>
<td>January 16</td>
</tr>
<tr>
<td>February</td>
<td>February 7</td>
<td>February 14</td>
<td>February 20</td>
</tr>
<tr>
<td>March</td>
<td>March 9</td>
<td>March 16</td>
<td>March 19</td>
</tr>
<tr>
<td>April</td>
<td>April 6</td>
<td>April 13</td>
<td>April 16</td>
</tr>
<tr>
<td>May</td>
<td>May 11</td>
<td>May 18</td>
<td>May 21</td>
</tr>
<tr>
<td>June</td>
<td>June 8</td>
<td>June 15</td>
<td>June 18</td>
</tr>
<tr>
<td>July</td>
<td>July 6</td>
<td>July 13</td>
<td>July 16</td>
</tr>
<tr>
<td>August</td>
<td>August 10</td>
<td>August 17</td>
<td>August 20</td>
</tr>
<tr>
<td>September</td>
<td>September 8</td>
<td>September 14</td>
<td>September 17</td>
</tr>
<tr>
<td>October</td>
<td>October 5</td>
<td>October 12</td>
<td>October 15</td>
</tr>
<tr>
<td>November</td>
<td>November 9</td>
<td>November 16</td>
<td>November 19</td>
</tr>
<tr>
<td>December</td>
<td>December 7</td>
<td>December 14</td>
<td>December 17</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.

Terms & Conditions:
- Payment required within 15 days of signing advertising agreement, or before ad publishing date. All rates are net.
- 10-day turnaround time for eBlasts.
- Blasts are sent through a 3rd party vendor, INFOCUS. They will require the following: HTML file with hosted images, physical mailing address and a working opt-out/unsubscribe mechanism, current opt-out/unsubscribe list, seed email addresses, signed LRA.
Podcast Advertising Rates

Deliver your message to the most qualified operations research and analytics students, professionals, and decision makers. Advertise in the Resoundingly Human podcast, which connects listeners with the incredible people who bring operations research and analytics to life. Available opportunities include:

**Monthly Package – $1,000** (Includes up to 4 podcasts)
Reach a high volume of qualified leads by advertising in the monthly issues. INFORMS will discuss current issues, trends and developments in the industry of analytics and OR/MS. Includes verbal recognition during introduction as well as advertiser logo in email blast sent to list of INFORMS membership.

**Onsite Event Package – $2,000** (Includes up to 4 podcasts)
Released in April & May following the Analytics Conference. Join as INFORMS interviews conference speakers as well as past and current influencers in the field. Includes verbal recognition during introduction, logo in email blast sent to list of INFORMS membership, and logo added to onsite banners displayed during podcast recording.

**Edelman Package – $3,000** (Includes up to 6 podcasts)
Released in March & April, leading up to the Analytics Conference. This series includes discussions with the finalists of the Edelman Competition leading up to the Edelman Gala – the industry’s most prestigious award for analytics excellence. Each finalist discusses their outstanding projects of operations research, management science, and analytics. As the series with the highest downloads, this package will deliver outstanding exposure as well as support the profession from the ground up! Advertising includes verbal recognition during introduction and inclusion of advertiser logo in email blast sent to list of INFORMS membership.
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.