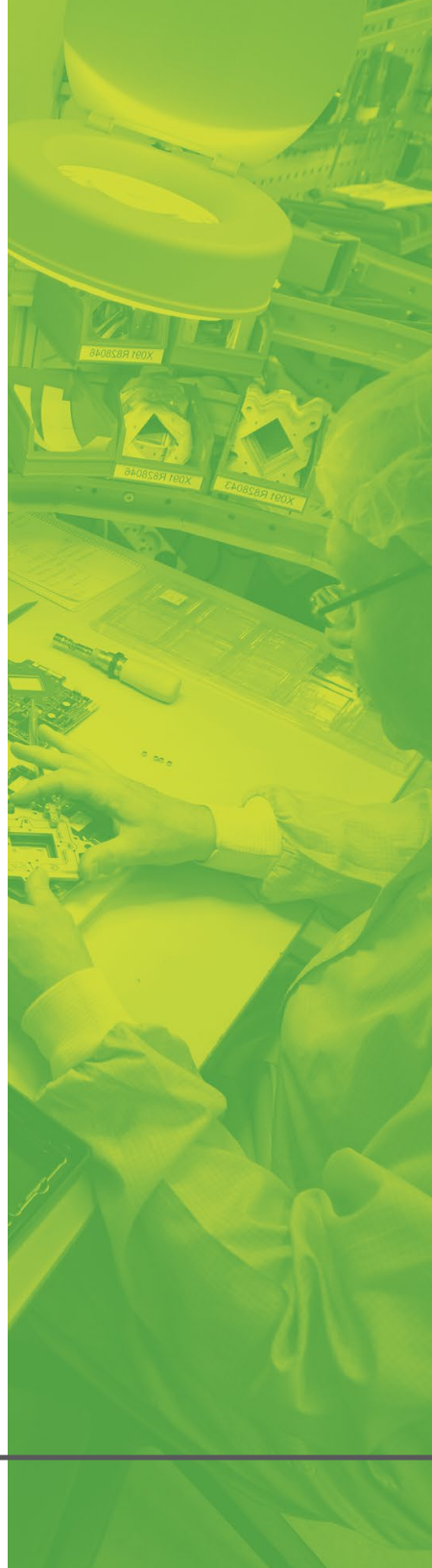
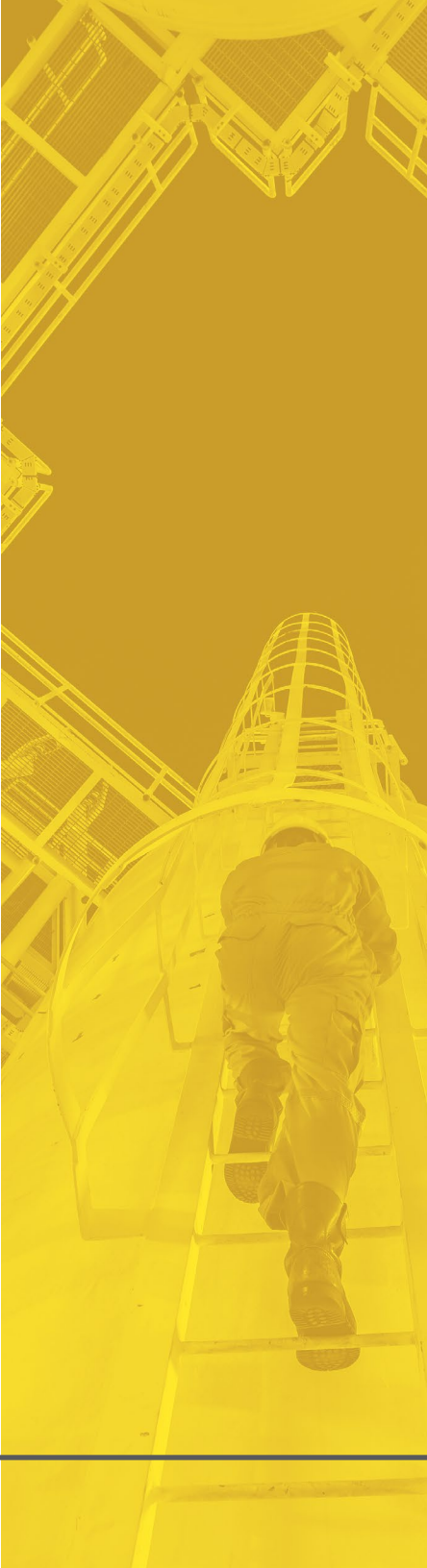


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ORMS TODAY **MEDIA KIT**

www.informs.org/ORMS-Today

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Requests for membership information and all other INFORMS publications, please visit www.informs.org or call 1-800-4INFORMS.



ORMS TODAY

A low-angle, perspective shot of a worker in a white protective suit and boots walking away on a narrow, elevated metal walkway. The walkway is flanked by complex industrial structures, including large cylindrical tanks and intricate piping. The entire scene is bathed in a uniform yellow light, creating a high-contrast, industrial atmosphere. The text is overlaid on the upper left portion of the image.

**SAVING LIVES.
SAVING MONEY.
SOLVING PROBLEMS.**

ORMS TODAY

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.

OR/MS Today is written for upper-management professionals and academics in the field of operations research (O.R.), management science, and related information and decision sciences. This bi-monthly publication reports on the most recent developments in the field and publishes articles that illustrate the applications and impact of OR/MS on the complex problems that occur in all areas of modern life, such as telecommunications, manufacturing, transportation, the service sector, healthcare, and defense.

Readers of *OR/MS Today* consist of over 13,000 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 effectively perform their jobs. Computers, complex software products, technical reference materials and specialized services – your products and services – are the primary tools of their trade.

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

Deliver your Message through Multiple Channels:



Online



Video



Print



Sponsored
Content & News



**FROM LIFESAVING
DISCOVERIES,
TO BILLIONS IN
SAVINGS, O.R.
& ANALYTICS
MAKE AN IMPACT
EVERY DAY.**

ORMS TODAY

OR/MS Today by the Numbers

Highly regarded among O.R. & analytics professionals, 76% of readers rate *OR/MS Today's* job performance above average, and 79% consider the magazine a valuable or very valuable benefit of membership.

OR/MS Today Readers' Job Involvement:

29.8%	18.5%	9.2%	4.6%
Simulation	Data Mining/Data Warehousing	Decision Analysis	Queuing
29%	16.9%	8.0%	4.0%
Statistical Analysis	Modeling Languages	Project Management	Scheduling
24.6%	10.8%	7.7%	3.1%
Linear/Integer Programming	Forecasting	Nonlinear Programming	Distribution/Logistics
24.6%	10.0%	6.2%	7.7%
Optimization	Spreadsheet Add-ins	Expert Systems	Other

Our Readers Recommend the Purchase of these Types of Software:

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

Our Readers' Professional Interests & Involvements:

53.2% Optimization	28.0% Applied Probability	14.3% Location Analysis	11.4% ENRE <small>(Energy, Natural Resources & the Environment)</small>
46.2% Decision Analysis	27.3% Manufacturing	14.0% Marketing	10.5% Social Science Applications
40.7% Simulation	21.8% Transportation Science	13.5% Telecommunications	9.2% Health Applications
33.3% Quality, Statistics & Probability	18.6% Technology Management	12.5% Organization Science	
29.8% Computing	16.7% Artificial Intelligence	12.4% Management Control Systems	
29.2% Information Systems	14.7% Military Applications	11.6% Production Technologies	

2019 Editorial Calendar

ISSUE DATE	EDITORIAL THEMES	AD SPACE DUE	MATERIAL DUE
February	<ul style="list-style-type: none"> - Software Survey: Statistical Analysis - Artificial Intelligence: Friend or Foe? - Revenue Management: What's Next? - Women of O.R. - Business Analytics and O.R. Conference 	January 9, 2019	January 16, 2019
April	<ul style="list-style-type: none"> - Special International Issue - INFORMS-ALIO International Conference - Roundtable Profile: General Motors - Product and Literature Showcase 	March 6, 2019	March 13, 2019
June	<ul style="list-style-type: none"> - Software Survey: Linear Programming - The Super Bowl of O.R. - Healthcare Analytics in Big Data Era - INFORMS Healthcare Conference 	May 8, 2019	May 15, 2019
August	<ul style="list-style-type: none"> - Special Issue: Innovative Education - Career Builder: Five Vital Skills - Preview: INFORMS Annual Meeting 	July 10, 2019	July 17, 2019
October	<ul style="list-style-type: none"> - Software Survey: Simulation - Sustainable Manufacturing - Advances in Supply Chain Management - 2019 Winter Simulation Conference - Product and Literature Showcase 	September 11, 2019	September 18, 2019
December	<ul style="list-style-type: none"> - Marketing & Retail Analytics - O.R. and the Internet of Things - State of INFORMS & the O.R. Profession - Awards Galore 	November 6, 2019	November 13, 2019

Editorial Calendar is subject to change.

**O.R. & ANALYTICS
FUEL OUR PASSION
TO EXPLORE &
FORGE NEW
SOLUTIONS TO
TIMELESS PUZZLES.**

ORMIS TODAY

Print Advertising Rates

All Print advertisements include a one month Lower Level Column ad on www.informs.org/ORMS-Today – a \$553 value!

1 SPREAD

1 Issue	\$4,942
3 Issues	\$4,695
6 Issues	\$4,449
9 Issues	\$4,202
12 Issues	\$3,954

1/2 PAGE

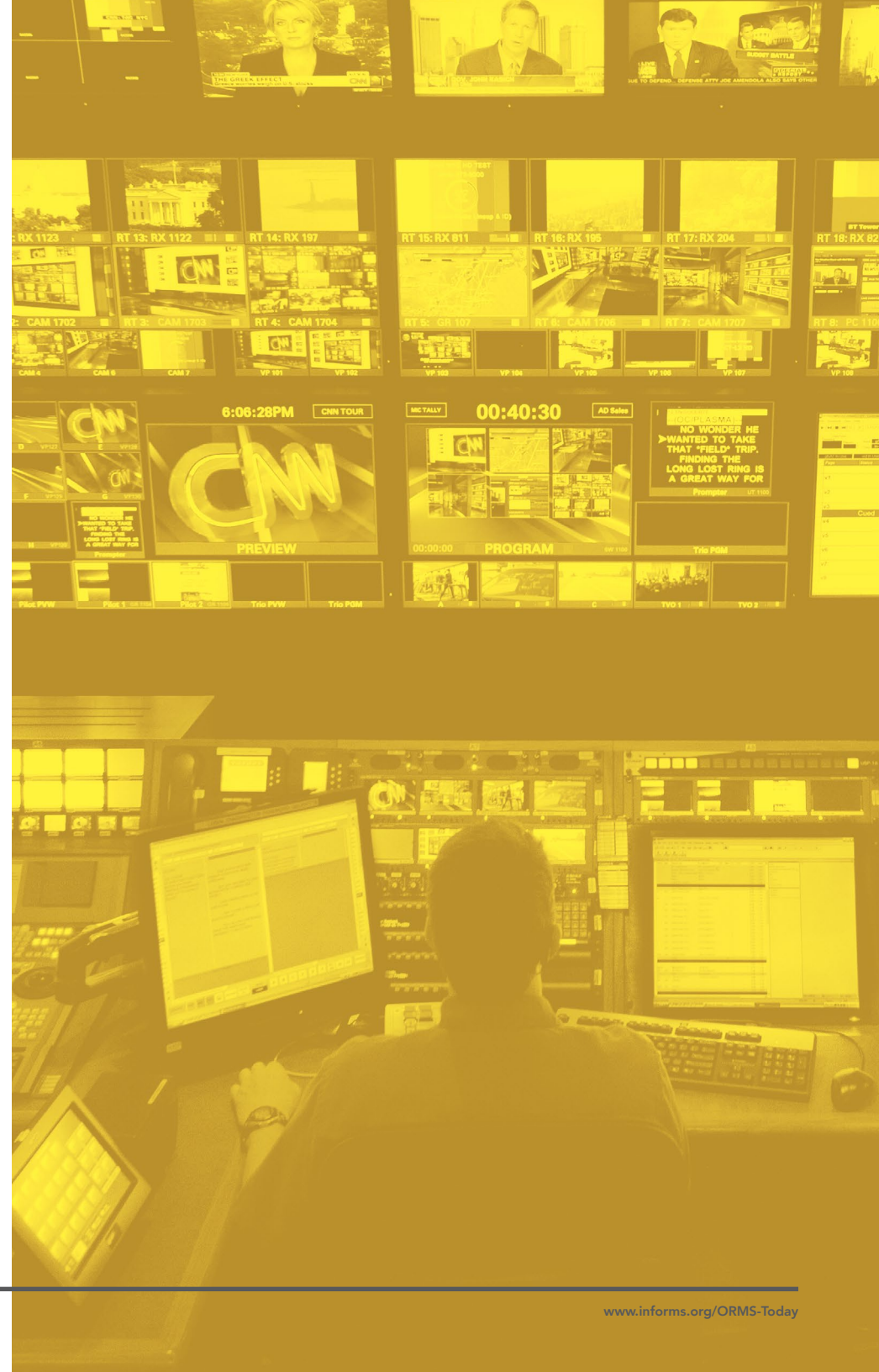
1 Issue	\$2,008
3 Issues	\$1,908
6 Issues	\$1,807
9 Issues	\$1,707
12 Issues	\$1,606

1 FULL PAGE

1 Issue	\$3,209
3 Issues	\$3,048
6 Issues	\$2,888
9 Issues	\$2,727
12 Issues	\$2,567

1/4 PAGE

1 Issue	\$1,181
3 Issues	\$1,122
6 Issues	\$1,063
9 Issues	\$1,004
12 Issues	\$944



Print Production Specification

AD SIZE	TRIM (Width x Depth)	NON-BLEED	BLEED	BLEED LIVE AREA
Spread	16.25" x 10.875"	16" x 10.625"	16.5" x 11.125"	16" x 10.625"
Single Full Page	8.125" x 10.875"	7.875" x 10.625"	8.375" x 11.125"	7.875" x 10.625"
1/2 Page (Horizontal)	7" x 4.875"	7" x 4.875"	N/A	N/A
1/2 Page (Vertical)	3.375" x 10"	3.375" x 10"	N/A	N/A
1/4 Page	3.375" x 4.875"	3.375" x 4.875"	N/A	N/A

Product & Literature Showcase Opportunity:

Featured in the April and October issues, this special section showcases your literature, product, or service to a highly receptive readership. Make the most of your advertising buy with a 70-word description, image, and full contact information.

Ad Rate and Frequency Discount:

1/8 Page (4/C Process)

1 Issue: \$435 | 2 Issues: \$402

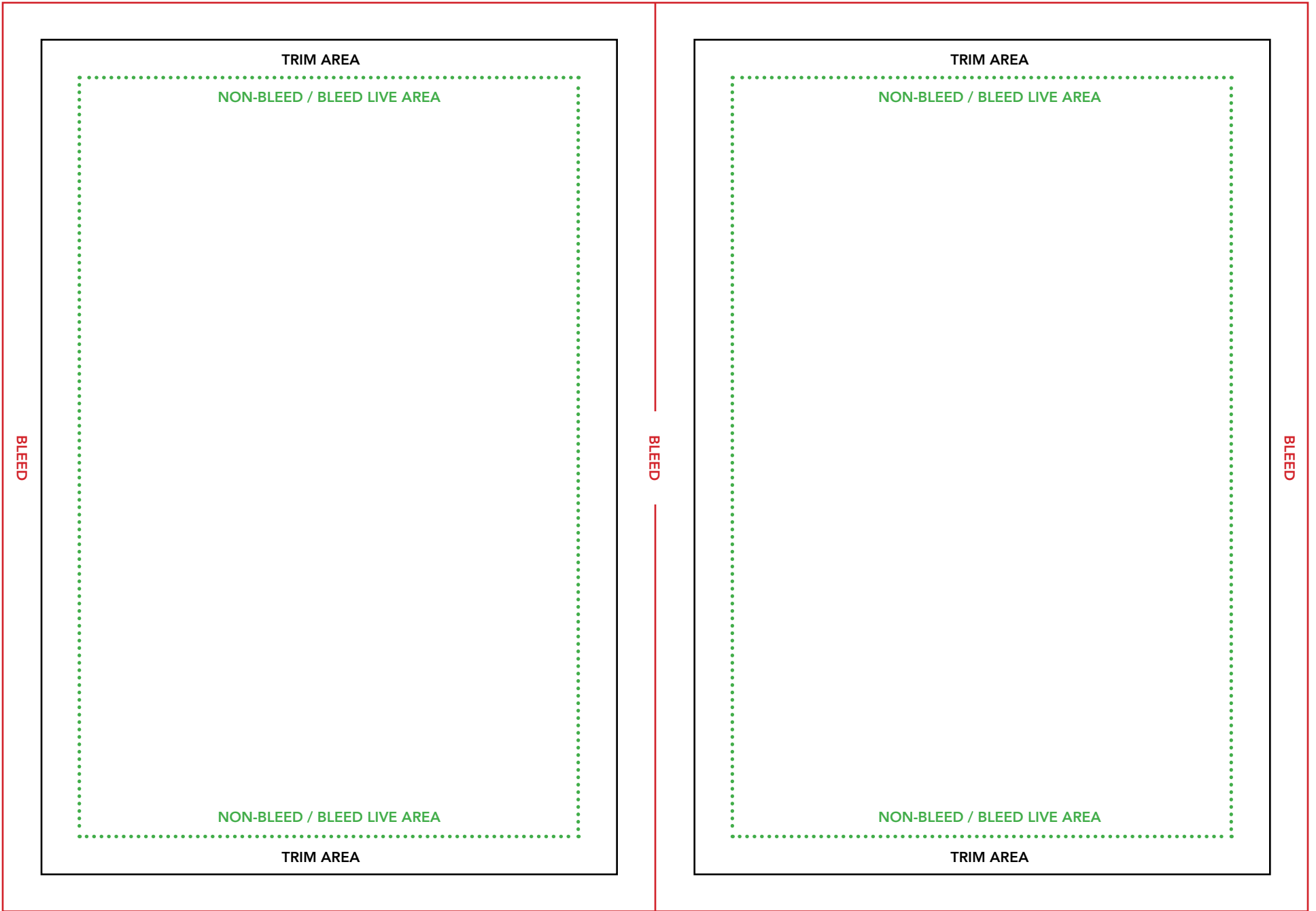
Employment Advertising:

Print employment advertising is offered as part of a combination online package. To post a job online and in *OR/MS Today* go to careercenter.informs.org and click on Post Job Openings, or contact anthony.marshall@communitybrands.com.

File Formats:

All files should be formatted as high-resolution CYMK (300dpi) JPG, EPS, or PDF. Please make sure to embed all fonts, images, and graphics used within the advertisement. We are not held responsible for any color changes appearing in print if a color match proof has not been submitted.

BLEED



BLEED

A person wearing a white lab coat and a hairnet is working on a circuit board in a cleanroom environment. The workspace is filled with various tools, components, and a microscope. The background shows a cleanroom setting with a pegboard and various equipment. The entire image has a green tint.

**O.R. & ANALYTICS
OFFERS LIMITLESS
POSSIBILITIES
FOR US TO TACKLE
CHALLENGES
GREAT OR SMALL.**

ORMIS TODAY

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 in prime locations where readers of *OR/MS Today* frequently land.

Leaderboard, Article Page Ads:

Position your Leaderboard Ad on article pages that operations research & analytics professionals often refer for the most up-to-date industry information.

Sponsored Content/Industry News (NEW for 2019):

These exclusive positions will enhance your leadership position and provide your company the opportunity to share your expertise, new products, etc. A preview of your article and a link to your landing page will be featured on the home page of *OR/MS Today* (www.informs.org/ORMS-Today). 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 *OR/MS Today* home page (www.informs.org/ORMS-Today), this is a unique, exclusive opportunity to reach thousands of readers.



Digital Advertising Rates

Static, non-rotating ad placements are subject to availability.

AD SIZE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS
Top Level Column Ads	\$690	\$654	\$590	\$523	400 x 400
Lower Level Column Ads	\$553	\$526	\$472	\$420	400 x 400
Leaderboard <i>(Article Pages Only)</i>	\$335	\$319	\$287	\$254	1280 x 300
Sponsored Content/Industry News	\$700	\$664	\$628	\$592	N/A
Dynamic Video Ad	\$750	\$710	\$670	\$600	844 x 475

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 a GIF, JPG, PNG, or SWF (Flash) 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.

eBlast Advertising Rates

Deliver your marketing message on an exclusive basis to a select list of *OR/MS Today* readers with the eBlast option, on the date of your choosing. Open and click-through rates are available upon request. One blast sent per quarter.

Subject to availability.

AD SIZE	PER BLAST	FILE FORMAT
eBlast	\$6,000	HTML

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.**

ORMIS
TODAY

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" 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 *OR/MS Today 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.
- 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.
- 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.



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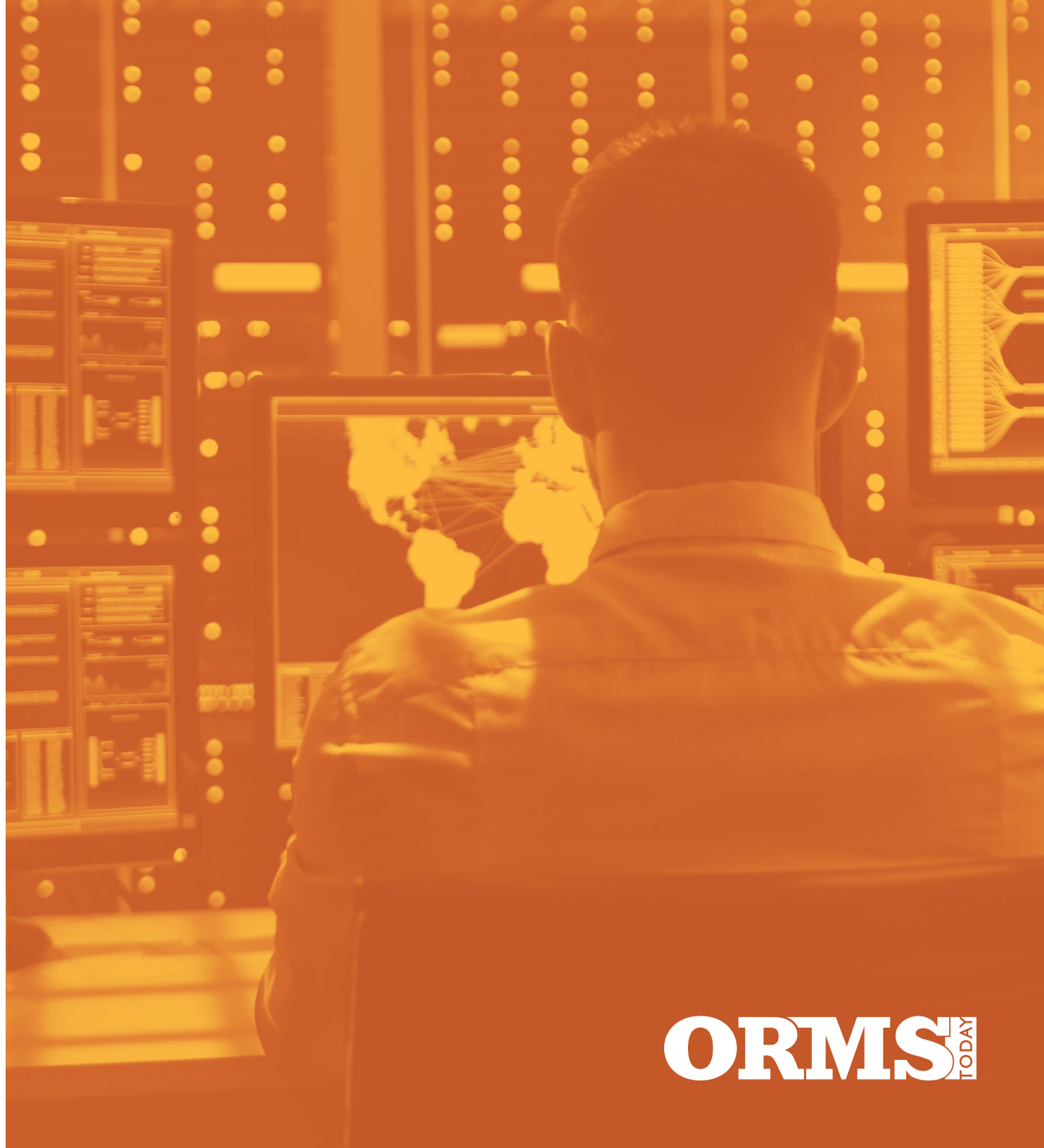
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