



2019

SPONSORSHIP & MEDIA GUIDE

ADVERTISE WITH INFORMS

INFORMS, The Institute for Operations Research and the Management Sciences, serves the scientific and professional needs of OR/MS and analytics educators, scientists, researchers, managers, and students, as well as the institutions they serve. Take advantage of these excellent resources for reaching the analytics and OR/MS community, including:

Magazine and Journal Advertising: INFORMS offers you the option to advertise your products and services in our two magazines *OR/MS Today* and *Analytics*, as well as our scholarly journals, including our flagship titles *Management Science* and *Operations Research*. *INFORMS Journal on Optimization* is being added for 2019.

Career Center Job Postings and Print Advertising: Reach the most qualified candidates by posting your job openings in the INFORMS Career Center and upgrade your posting with print classifieds in *OR/MS Today*.

Events and Sponsorships: INFORMS organizes highly prestigious professional conferences and application-oriented meetings that provide ample opportunities for exhibiting, sponsorships, and advertising.

INFORMS ADVERTISING HELPS YOU REACH...

- Analytics Professionals & Executives
- Consultants to Help You Solve Business Problems
- Individual Purchasers of OR/MS and Related Products & Services
- Institutional Products & Services Purchasing Decision Makers
- Analytics and National & International Meeting Attendees
- OR/MS Job Seekers
- Specialized Software Developers
- Students Seeking Summer Employment

INFORMS AUDIENCE

Get the attention of analytics professionals and operations researchers who work for corporations, consulting groups, the military, government, and healthcare, as well as academics who teach analytics, OR/MS, and other quantitative sciences in engineering and business schools.

INFORMS SUBSCRIBER PROFILE

Our subscribers are interested in a variety of analytics topics and most have purchasing power within their organizations. They are professionals, residing in nearly every country around the globe and found in every sector of business and industry, both public and private. Subscribers rely heavily on INFORMS journals to keep them up-to-date on the most recent research and industry developments. Target this specialized audience of professionals by placing your print ad in INFORMS publications.



ADVERTISING OPPORTUNITIES

Make your marketing and advertising spend a success by utilizing INFORMS extensive resources. Access our database of members, popular journals, state-of-the-art online career center, and national and international meetings. Take advantage of these excellent resources for reaching the analytics community.



INFORMS Career Center: The largest source of operations research and analytics jobs and résumés. It's where job seekers go to land the right job in academia or industry and where employers post their jobs and search our résumé database for qualified candidates. For the job seeker, the service provides specialized, up-to-date listings of OR/MS and analytics opportunities around the globe. For the employer, the Career Center offers a targeted list of available candidates at all levels of OR/MS and analytics study and experience. Job applicants and hiring professionals can network with one another at both the INFORMS Annual Meeting and INFORMS Business Analytics Conference Career Fairs.

INFORMS Career Center Sales

Website: <http://careercenter.informs.org>

Phone: 443-757-3500

Fax: 443-757-3515

Email: careers@informs.org

INFORMS JOURNAL ADVERTISING

INFORMS publishes 16 scholarly journals, including two electronic-only journals. Place your ad in INFORMS journals to target a vast and specialized audience of analytics and O.R. professionals. Subscribers are interested in a variety of analytics and OR/MS topics and most have purchasing power within their organizations.

INFORMS MEMBERSHIP MAGAZINE: OR/MS TODAY

OR/MS Today is the magazine for members of INFORMS. This bimonthly publication provides a comprehensive look at analytics, operations research, and management science through stories, feature articles, case studies, software reviews, and surveys, authored by recognized leaders in the field.

Display Advertising Sales

Contact: Olivia Schmitz, Sales Manager

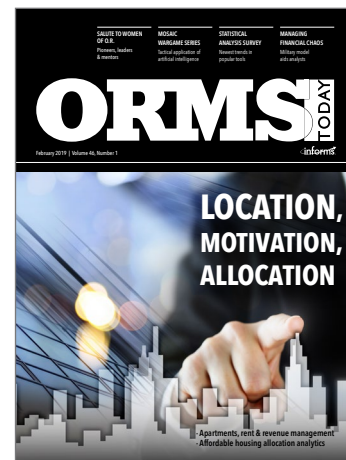
Phone: 443-757-3539

Email: olivia.schmitz@informs.org

Employment Advertising Sales

Contact: Anthony Marshall, Career Center Representative

Email: Anthony.Marshall@communitybrands.com



ADVERTISING OPPORTUNITIES

INFORMS INDUSTRY MAGAZINE: *Analytics*

Analytics is the INFORMS industry magazine designed for the broad analytics practice community. Published bimonthly as an online magazine, *Analytics* provides a comprehensive look at the analytics profession through news articles, features, columns, and departments. *Analytics* provides readers with a better understanding of how data, modeling, and mathematical analysis are used to improve business decisions and establish a concrete competitive advantage.

Display Advertising Sales

Contact: Olivia Schmitz, Sales Manager

Phone: 443-757-3539

Email: olivia.schmitz@informs.org

Analytics

INFORMS MEETINGS & CONFERENCE EXHIBITING/ADVERTISING

Target specific audiences and key decision makers by exhibiting at INFORMS Annual, Analytics, International, and application-oriented meetings, advertising in meeting programs, or sponsoring a meeting or INFORMS event. Whatever your choice, you are sure to reach the right audience.

INFORMS MEETINGS & CONFERENCE SPONSORSHIP OPPORTUNITIES

Consider sponsorship opportunities at INFORMS meetings and conferences to maximize your organization's visibility before, during, and after the event. Select from different sponsoring contribution levels to reach OR/MS and analytics professionals and academics. Sponsorship can be especially successful for companies new to the OR/MS market or those with new or improved products to introduce. Sponsors receive recognition and increasing levels of visibility associated with their level of involvement in INFORMS events. Discuss your available options with:

Exhibit and Sponsorship Sales

Contact: Olivia Schmitz, Sales Manager

Phone: 443-757-3539

Email: olivia.schmitz@informs.org



2019 Analytics Conference
April 14–16 in Austin, TX
meetings.informs.org/analytics2019



2019 International Conference
June 9–12 in Cancun, Mexico
meetings.informs.org/2019international



2019 Healthcare Conference
July 27–29 in Cambridge, MA
meetings.informs.org/healthcare2019



2019 INFORMS Annual Meeting
October 20–23 in Seattle, WA
meetings.informs.org/seattle2019



ADVERTISING OPPORTUNITIES

EDELMAN GALA SPONSORSHIP

Show your support for the profession, and inspire the entire community by sponsoring the Edelman Gala. This is a unique opportunity to showcase your organization to 1000+ international analytics professionals and business leaders. The event features high-impact presentations by six teams, followed by a gala awards ceremony that has become the touchstone for excellence in our field.

Your sponsorship will show the world that you value the grand contribution that advanced analytics and operations research make to organizations both large and small. \$2,500, \$5,000, and \$15,000 levels available.

Edelman Gala Sponsorship Sales

Contact: Olivia Schmitz, Sales Manager

Phone: 443-757-3539

Email: olivia.schmitz@informs.org

INFORMS QUICK REFERENCE ADVERTISING

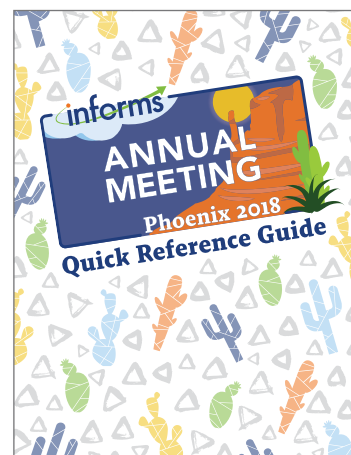
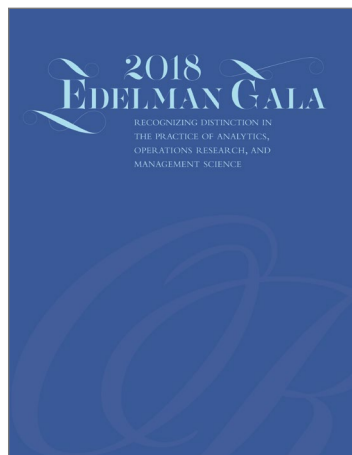
Reach a targeted audience of OR/MS and analytics professionals with an ad in the meeting quick reference guide for INFORMS Annual Meeting! The meeting quick reference contains abstracts, author names and addresses, schedules, descriptions of special events, and exhibit listings. Each quick reference is the prime source of information for meeting attendees and is retained as a reference tool long after the meeting.

Exhibit and Sponsorship Sales

Contact: Olivia Schmitz, Sales Manager

Phone: 443-757-3539

Email: olivia.schmitz@informs.org



JOURNAL ADVERTISING

INFORMS JOURNAL SPONSORSHIP OPPORTUNITIES

As an INFORMS sponsor, your company or institution will be listed near the front of each issue, including your name, city/state/country, and web address. You will also be listed on the journal's homepage, with a banner advertisement and link to your website.

INFORMS offers three (3) Journal Sponsorship Packages: Platinum, Gold, and Silver. Each package offers different levels of sponsorship opportunities and benefits with a combined value equivalent to your contribution. Sponsors may also support the publication of an additional journal issue.

JOURNAL SPONSORSHIP BENEFITS INCLUDE:

- **Journal Print Advertisements:** Full- or half-page print advertisement space (full- or half-year placements)
- **Journal Subscriptions:** 2019 online journal subscription (not available to institutions)
- **INFORMS Career Center:** Special exclusive packages including INFORMS Career Fairs
- **Sponsorship Logo:** Sponsor's logo on journal homepage for 12 months
- **OR/MS Today Print Advertising Space:** Full-page advertisement in one 2019 issue
- **Analytics Magazine Display Ad:** Online banner ad placed in one 2019 online issue

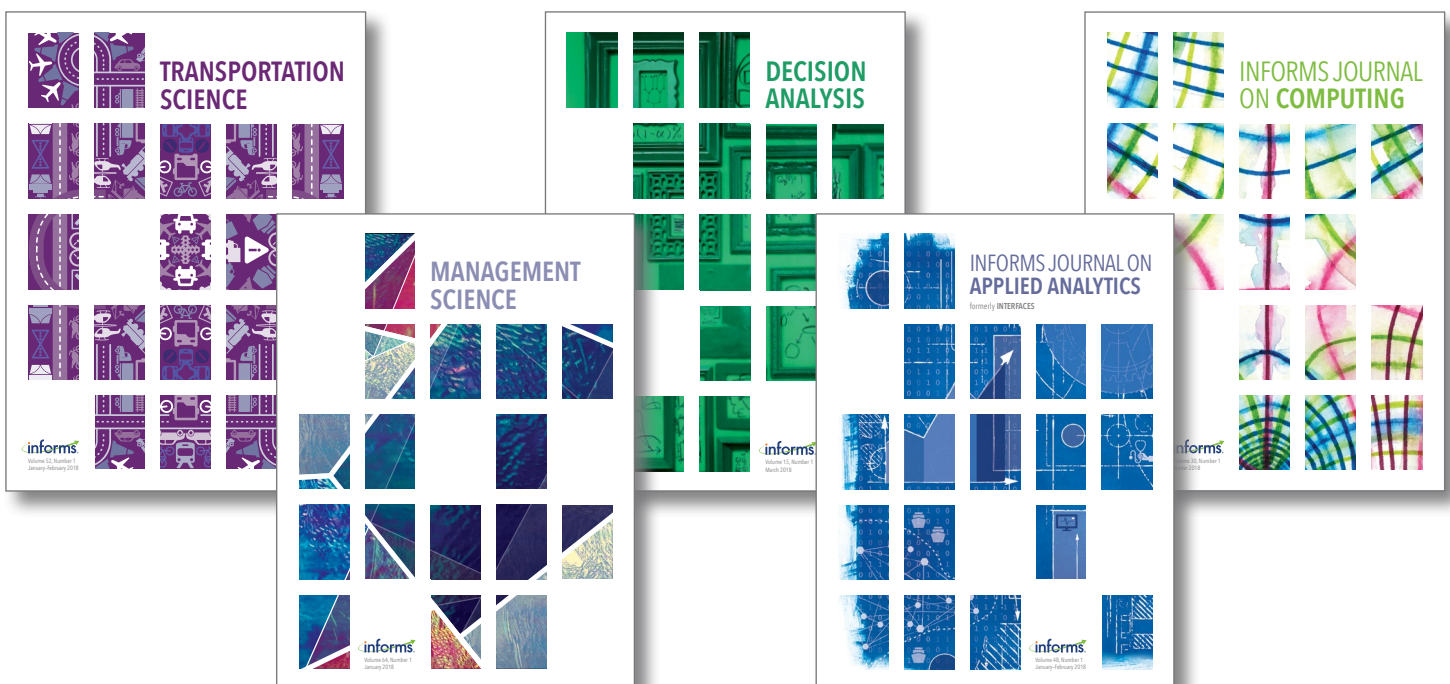
To request a brochure or additional journal sponsorship information and pricing options:

Contact: Tom Fink, Senior Sales and Marketing Manager

Phone: 443-757-3561

Fax: 443-757-3515

Email: thomas.fink@informs.org



1-800-4-INFORMS

| 443-757-3500

| informs@informs.org

| www.informs.org/advertising

JOURNAL ADVERTISING

ACCESS JOURNAL CLOSING DATES & RATES AT:
www.informs.org/journal-advertising

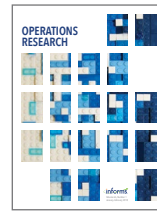
SCHEDULE A



Management Science, INFORMS flagship journal. It addresses management issues that use tools from foundational fields such as computer science, mathematics, O.R., political science, psychology, and statistics.

<http://pubsonline.informs.org/journal/mnsc>

Frequency: Monthly

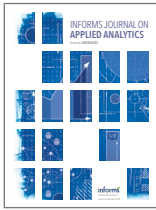


Operations Research, INFORMS second flagship journal, offers a balance of well-written, insightful articles that span the wide array of ongoing creative activities in O.R.

<http://pubsonline.informs.org/journal/opre>

Frequency: Bimonthly

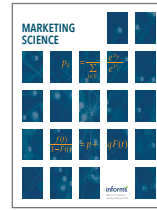
SCHEDULE B



INFORMS Journal on Applied Analytics (formerly *Interfaces*) focuses on improving the practical application of OR/MS to decisions and policies in today's organizations.

<http://pubsonline.informs.org/journal/inte>

Frequency: Bimonthly

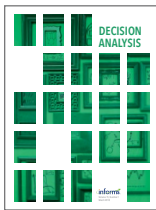


Marketing Science reports on cutting-edge research, as well as new insights and approaches to current marketing-related problems and questions on advanced marketing topics.

<http://pubsonline.informs.org/journal/mksc>

Frequency: Bimonthly

SCHEDULE C



Decision Analysis covers operational decision-making methods and provides practical guidance for decision makers.

<http://pubsonline.informs.org/journal/deca>

Frequency: Quarterly



Manufacturing & Service Operations Management (M&SOM) publishes a wide range of research related to the production and operations management of goods and services.

<http://pubsonline.informs.org/journal/msom>

Frequency: Quarterly



Information Systems Research (ISR) is a leading journal on information systems theory, research, and intellectual developments in organizations, institutions, the economy, and society.

<http://pubsonline.informs.org/journal/isre>

Frequency: Quarterly



Organization Science ranks as one of the top journals in the fields of strategy, management, and organization theory exploring.

<http://pubsonline.informs.org/journal/orsc>

Frequency: Bimonthly



INFORMS Journal on Computing (JOC) offers topical and informative papers covering the broad intersection of O.R. and computer science.

<http://pubsonline.informs.org/journal/ijoc>

Frequency: Quarterly



Strategy Science seeks to publish outstanding research directed to the challenges of strategic management in both business and non-business organizations.

<http://pubsonline.informs.org/journal/stsc>

Frequency: Quarterly



INFORMS Journal on Optimization focuses on data-driven optimization, optimization methods in machine learning, and real-world applications of optimization.

<http://pubsonline.informs.org/journal/ijoo>

Frequency: Quarterly



Transportation Science covers all modes of transportation both present and prospective. It examines planning, design issues, and the related economic, operational, and social concerns.

<http://pubsonline.informs.org/journal/trsc>

Frequency: Bimonthly

ACCESS JOURNAL CLOSING DATES & RATES AT:
www.informs.org/journal-advertising

INFORMS CAREER CENTER - JOB POSTING PRICING

SINGLE JOB POSTING

Post your job on the top job board for operations research (O.R.), management science, and analytics professionals. Upgrades are available for additional exposure.

Product	Members	Non-Members
30-Day Job Posting	\$379	\$479
60-Day Job Posting	\$449	\$549
90-Day Job Posting	\$629	\$729

JOB FLASH PACKAGES

30-day job posting, jobs emailed to 8,000 operations research and analytics professionals (Standard); Plus, job stays on top of job board listing, job highlighted on job board, unlimited access to résumé bank for 30 days (Premium); Plus, TalentBoost upgrade distributes job to network of 1,000+ national, niche, and local job boards (Ultimate).

Product	Members	Non-Members
Standard	\$599	\$699
Premium	\$899	\$999
Ultimate	\$999	\$1,100

BANNER ADS

Build your employer brand. Display and rotate your banner ad on the 10 most popular pages visited by job seekers inside the job board.

Product	Members	Non-Members
30-Day Branding Advertising Placement	\$595	\$700
90-Day Branding Advertising Placement	\$1,400	\$1,650

MAGAZINE PRINT AND DISPLAY AD UPGRADE

OR/MS Today and Analytics Magazine Employment Advertising

Size	Dimensions	Price
1/4 Page	3-3/8" x 4-7/8"	\$599
1/2 Page	3-3/8" x 10" (vertical) or 7" x 4-7/8" (horizontal)	\$1,099
Full Page	7" x 10"	\$1,799

Please note: The above pricing is the cost for a print upgrade, there is no option for a print-only advertisement. The price for a print employment advertisement is added to the cost of the online job posting. INFORMS Employment print advertising is only sold in conjunction with an INFORMS Career Center online posting.

CONTACT INFORMS

To Post a Job, Request a Price Quote, or Submit Print Ad Materials

Contact: Guido Falivene

Website: <http://careercenter.informs.org>

Phone: 727-497-6565, ext. 3381

Email: gfalivene@yourmembership.com



JOURNAL ADVERTISING REQUIREMENTS

SCHEDULE A <i>Management Science & Operations Research</i>	
Full-Page Color (4/c)	\$1,890
Full-Page Black & White	\$1,145
Half-Page Color (4/c)	\$1,610
Half-Page Black & White	\$845

SCHEDULE B <i>INFORMS Journal on Applied Analytics & Marketing Science</i>	
Full-Page Color (4/c)	\$1,560
Full-Page Black & White	\$800
Half-Page Color (4/c)	\$1,435
Half-Page Black & White	\$675

SCHEDULE C <i>Decision Analysis, IJO, ISR, IJOC, M&SOM, Organization Science, Strategy Science, & Transportation Science</i>	
Full-Page Color (4/c)	\$1,220
Full-Page Black & White	\$460
Half-Page Color (4/c)	\$1,185
Half-Page Black & White	\$415

CONSECUTIVE AD RATES

- 2x Full-Page Ad less 5%
- 3x Full-Page Ad less 10%
- 4x Full-Page Ad less 15%
- 6x Full-Page Ad less 20%
- 12x Full-Page Ad less 25%

SPECIAL PLACEMENT CHARGES

- C3 (Inside back cover):
Full-page ad + 20% (color or b&w)

INFORMS Journal on Applied Analytics, Management Science, M&SOM, Marketing Science, Organization Science

TERMS & CONDITIONS

Agency Commission: Recognized advertising agencies receive a 5% discount on gross billing for accounts paid within 30 days of invoice date. Cash discount: 2%, net 10 days.

Consecutive Insertion Orders: A contract must be issued prior to first insertion to obtain lower rates. If a consecutive insertion contract is cancelled before completion, the advertiser will be charged per insertion the difference between the contracted rate and the rate applicable to the number of insertions published.

Cancellation Policy: No cancellations will be accepted after the ad materials due date of the publication.

Note: All advertising is subject to approval. INFORMS reserves the right to deny advertising space to any company or institution. Specific journal delivery dates may change without prior notification.

JOURNAL ADVERTISING RATES

Please review these requirements before submitting your print advertisement:

Full-Page Advertisement	
Bleed Size	8.375" x 11.125"
Trim Size	8.375" x 11.125"
Live Area	7.125" x 9.875"

Half-Page Advertisement	
Bleed Size	N/A
Trim Size	N/A
Live Area	7.125" x 4.875"

FREQUENTLY ASKED QUESTIONS:

- Bleeds are required on all artwork, even if left blank.
- Registration marks are required.
- Please supply print-ready PDF files (300 dpi or higher); all fonts must be embedded.
- Color ads must use CMYK only; RGB and spot colors are NOT acceptable for 4-color ads.
- Black and white ads should use percentages of black only; all images should be grayscale.
- If rules/boxes are used, they should be inside the live area or will be considered bleeds.
- Charges for typesetting ads will be quoted on a case-by-case basis.
- For special services, an estimate of costs will be given upon request.
- Print Ads: email PDF files to pubsadvertising@mail.informs.org.
- "File Name" must include: Advertiser, Journal, and Issue Date.

CONTACT INFORMS

To Reserve an Ad, Request a Price Quote, or Submit Ad Materials

Contact: Tom Fink, Senior Sales and Marketing Manager

Phone: 443-757-3561

Fax: 443-757-3515

Email: thomas.fink@informs.org

For the latest INFORMS Advertising information, rates, and deadlines, go to: <http://www.informs.org/advertising>.



JOURNAL INSERTION ORDER

ADVERTISER INFORMATION:

Contact: _____ Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

____ Please contact me to coordinate having my ad designed (Cost: \$75/half hour; \$150/hour)

____ Please contact me regarding special placement options

ADVERTISEMENT RATES:

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SCHEDULE C <i>Decision Analysis, IJOO, ISR, IJOC, M&SOM, Organization Science, Strategy Science, & Transportation Science</i>	
Full-Page Color (4/c)	\$1,220
Full-Page Black & White	\$460
Half-Page Color (4/c)	\$1,185
Half-Page Black & White	\$415

Ad Title: _____ Publication: _____ Date Issues: _____

Advertisement Price: _____ Special Placement (C3 +20%) _____

Consecutive Ad Rate Discount (see rate chart): _____ Total Amount Due to INFORMS: _____

PAYMENT INFORMATION:

____ Please Send an Invoice: Include our Purchase Order # _____

____ Please Contact Me at _____ to Pay with a Credit Card.

ADDITIONAL TERMS & INFORMATION:

This agreement is subject to the rates, terms, and conditions of the current rate sheet and becomes effective upon the publisher's acceptance. Advertiser acknowledges that he/she has read this agreement, understands it, and agrees to be bound by the terms and conditions. The terms and conditions (see inset) are a part of this agreement. All payments must be received before or with ad artwork. Ad size, color level, and placement is subject to availability. The undersigned person is authorized to enter into contracts on behalf of the business or organization listed above.

Signature: _____ Date: _____