

PUBLISHER'S STATEMENT

ORMS Today, the membership magazine of the Institute for Operations Research and the Management Sciences (INFORMS), is written for upper-management professionals and academics in the field of operations research, the management sciences and the related information and decision sciences. The bi-monthly publication reports on the most recent developments in the field, and publishes articles that illustrate the applications and impact of OR and MS on the complex problems that occur in all areas of modern life, such as telecommunications, manufacturing, transportation, the service sector, healthcare and defense.

ORMS Today is mailed to every member of INFORMS, members of OR societies around the world and individual subscribers. With more than 14,000 readers worldwide, **ORMS Today** has more readers than any other publication covering the fields of operations research and the management sciences.

Readers of **ORMS Today** are a unique group of business executives, researchers and educators. They hold advanced degrees in mathematics, engineering, business and other related fields, and they rely on sophisticated tools to perform their jobs effectively. Computers, complex software products, technical reference materials and specialized services – **your products and services** – are the primary tools of their trade.

WHAT DOES THIS MEAN TO YOU - THE ADVERTISER?

It means you can target the people who understand, need, **and most importantly**, buy your products and services. These are the decision-makers who select computer products, educational materials and specialized services – professionals who are searching for ways to improve organizational efficiency and cost-effectiveness.

Nowhere else can you target such an informed audience with such exceptional buying power in this growing market.

ADVERTISING OPPORTUNITIES OFFERED IN ORMS TODAY

Print:

- Display Advertising
- Classified Employment Advertising
- Product and Literature Showcase
- Brochure and Card Inserts
- White Papers

Online at www.orms-today.com

- Banner Advertising
- Classified Employment Advertising
- Resource Directory



2003
media information guide

DISPLAY ADVERTISING MECHANICAL REQUIREMENTS

TRIM SIZE:	8-1/8" x 10-7/8"
COLUMN WIDTH:	3-column - 2.083" (12p3) 2-column - 3.25" (19p6)
COLUMN DEPTH:	9.083"
PAGE FORMAT:	7" x 10" (non-bleed)

Printed Web Offset

BINDING:	Adhesive (perfect bound)
SCREEN:	150-line screen preferred

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"
2/3 Page (vertical)	4-9/16"	10"
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"

MATERIAL REQUIREMENTS

For dates, please see **page 3**, or the **Editorial Calendar**.

ORMS Today goes directly to plate from disk. There is no film. Advertising rates quoted are for electronic media only. If ads are submitted on film, there is a \$50 per color charge for film to be high-resolution scanned.

We accept the following transfer media:
Iomega Zip 100 disks, CD-ROMs or 3.5 floppy disks

Send materials to:

Advertising Department, Lionheart Publishing, Inc.
506 Roswell Street, Suite 220, Marietta, GA 30060

Data Transmission

Files may be sent via E-mail or FTP. Send E-mail documents to: donnam@lionhrtpub.com

For instructions to send files via FTP, please contact the online projects manager, Patton McGinley:
tel: 770.431.0867, ext. 214
E-mail: patton@lionhrtpub.com

File Formats

Preferable file formats are EPS, TIFF, high resolution (300 dpi) JPEG and press optimized PDF. Color images must be saved as CMYK. Lionheart can also accept files in current versions of the following applications:

Macintosh OS:

PageMaker, QuarkXpress, Illustrator, Photoshop, Freehand

Windows/DOS OS:

PageMaker, QuarkXpress, Illustrator, Photoshop

We cannot accept files in Microsoft Publisher, PowerPoint, Word or any other application that will not export to EPS, PS or TIFF formats.

Advertisers must include all fonts, files of placed or imported images or graphics, and other support files.

Important

Hard copy proofs are required for all advertising. A cromalin proof or match-print is required for all four-color advertising. Color-key proofs are not acceptable. If not provided, a color match proof can be run for an additional cost of \$60 per ad. Should the advertiser elect to forego color match proofs, the publisher will not be held responsible for any color changes appearing in print.

ADVERTISING RATES

DISPLAY ADVERTISING

Black & White

AD SIZE	1X	3X	6X	9X	12X*
Spread	\$3,147	\$2,989	\$2,836	\$2,667	\$2,514
1 Page	1,685	1,596	1,515	1,423	1,346
2/3 Page	1,469	1,402	1,331	1,249	1,178
1/2 (Island)	1,260	1,204	1,137	1,071	1,015
1/2 Page	1,169	1,112	1,051	997	933
1/3 Page	1,030	979	928	872	826
1/4 Page	749	709	678	643	602

* For multiple insertion rates beyond 12X contact **John Llewellyn**:
tel: 770.431.0867, ext. 209 (toll free, 888.303.5639)
E-mail: llewellyn@lionhrtpub.com

Color

(Add to black & white rates)

Standard 2nd color, 4A, per page or fraction: + \$575

Matched 2nd color, per page or fraction: + \$850

Metallic 2nd color, per page or fraction: + \$990

4-color process, per page or fraction: + \$1,020

Cover Rates & Special Positions

(Add to earned space rate and 4-color charge)

Outside Back Cover: +20%

Inside Front Cover/Inside Back Cover: +15%

Preferred/Specified Position: +10%

Covers and special positions must be booked for a three time minimum.

Bleeds: No additional charge

For **Display Advertising** information contact **John Llewellyn**:

tel: 770.431.0867, ext. 209 (toll free, 888.303.5639)

E-mail: llewellyn@lionhrtpub.com

WHITE PAPERS

COLOR	14,000 COPIES	PER ADD'L 1,000 COPIES
4 pages	\$4,000	\$200
8 pages	\$8,000	\$400
16 pages	\$16,000	\$800
B/W		
4 pages	\$2,500	\$150
8 pages	\$5,000	\$300
16 pages	\$10,000	\$600

Printed on 70# stock

The white paper will state on its front cover that it has been sponsored by your company. The white paper's back cover will include any contact information required.

Text and images supplied by sponsoring company.

For more information on **White Papers** contact **John Llewellyn**:

770.431.0867, ext. 209 (toll free, 888.303.5639)

E-mail: llewellyn@lionhrtpub.com

CLASSIFIED ADVERTISING

Line Advertising

Classified line advertising is published in the standard format determined by the Publisher.

The charge is \$26 per column line of body text and \$49 per line for bold-face headlines.

Print & Online Combination

Full price for print ad, plus \$175 additional for the same ad posted online. (Online Postings do not include logos.)

Display Classified

	1/4 PAGE	1/2 PAGE	FULL PAGE
Black & white only	\$749	\$1,169	\$1,685

For detailed information on **Classified Advertising**, please see the **Classified Advertising Insert**, or contact **Maria Bennett**:
tel: 770.431.0867, ext. 219 (toll free, 888.303.5639)
E-mail: bennett@lionhrtpub.com

PRODUCT AND LITERATURE SHOWCASE

This special section, appearing twice a year, showcases your product in 4-color.

For details, please see the **Product & Literature Showcase** insert.

INSERTS (PREPRINTED)

Preprinted or Publisher-typeset inserts or business reply cards are accepted by special arrangement with the Publisher. Pages count toward frequency rates.

Advertiser-supplied inserts must be received at our printing facility four weeks preceding the mailing date.

Contact the Publisher for details.

	1-2 PAGES	3-4 PAGES	5-6 PAGES
Furnished Inserts	\$1,990	\$2,990	\$3,980

BUSINESS REPLY CARDS

\$925 with Full-Page ad only, non-commissionable. This rate is based on advertiser supplying insert. **ORMS Today** will arrange printing if requested, for an additional charge.

For information on **Inserts** and **Business Reply Cards** contact **John Llewellyn**:
770.431.0867, ext. 209 (toll free, 888.303.5639)
E-mail: llewellyn@lionhrtpub.com

Send all orders, contracts, correspondence, proofs, copy, insert samples, printing and reproduction materials to:

Advertising Department

Lionheart Publishing, Inc.
506 Roswell Street, Suite 220
Marietta, GA 30060
Tel: 770.431.0867 (toll-free, 888.303.5639)
Fax: 770.432.6969

www.orms-today.com

ONLINE ADVERTISING

Your potential customers return time and time again to read articles from current and past issues of the print edition, to locate products and vendors through the online **ORMS Today Resource Directory**, for the software surveys, and to find other related resources.

Get your message in front of this active group of information seekers with your banner advertisement today!

2003 ONLINE DISPLAY ADVERTISING RATES

Banners

1 Month:	\$400
3 Months:	\$1,020
6 Months:	\$1,920
12 Months:	\$3,360

Pick a general interest page for maximum exposure, or a more targeted page to reach your best prospects. Visitors click on your banner to go directly to your web site.

For **Online Display Advertising** information contact **John Llewellyn**:
770.431.0867, ext. 209 (toll free, 888.303.5639)
E-mail: llewellyn@lionhrtpub.com

ONLINE CLASSIFIED ADVERTISING

Online only rates (500 word maximum):

1 Month:	\$260
2 Months:	\$400
3 Months:	\$525
4 Months:	\$600

For **Online Classified Advertising** information contact **Maria Bennett**:
770.431.0867, ext. 219 (toll free, 888.303.5639)
E-mail: bennett@lionhrtpub.com

ONLINE RESOURCE DIRECTORY

Include your company and product in the **Online Resource Directory** at no charge.

Enhancements:

Stand out from your competition by adding your logo and a 250-word description of your company's product or service, or feature your company on the home page.

See **Online Resource Directory** insert for details.

2003 ORMS TODAY DISPLAY ADVERTISING SCHEDULE

ISSUE DATE	AD CLOSING	MATERIALS DUE
February	1/8/03	1/15/03
April	3/5/03	3/12/03
June	5/7/03	5/14/03
August	7/8/03	7/15/03
October	9/8/03	9/15/03
December	11/5/03	11/12/03

ORMS TODAY PUBLISHING OFFICES

LIONHEART PUBLISHING, INC.

506 Roswell Street, Suite 220
Marietta, GA 30060
Phone: 770.431.0867 (toll free, 888.303.5639)
Fax: 770.432.6969
E-mail: lpil@lionhrtpub.com
URL: <http://www.lionhrtpub.com>
URL: <http://www.orms-today.com>

Publication Personnel

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John Llewellyn, ext. 209
E-mail: llewellyn@lionhrtpub.com

Editor:

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E-mail: horner@lionhrtpub.com

Managing Editor:

Jennie Farnsworth, ext. 225
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Advertising Sales:

John Llewellyn, ext. 209
E-mail: llewellyn@lionhrtpub.com

Classified Employment Advertising:

Maria Bennett, ext. 219
E-mail: bennett@lionhrtpub.com

Art Director:

Alan Brubaker, ext. 218
E-mail: albrubaker@lionhrtpub.com

Production Designer:

Donna Mazal, ext. 226
E-mail: donnam@lionhrtpub.com

SUBSCRIPTIONS

Single copy: \$8.00

U.S. subscriptions: one year, \$34.00 (non-member)

Overseas subscriptions: one year, \$50.00

A membership subscription to **ORMS Today** is included in the annual dues of the Institute for Operations Research and the Management Sciences (INFORMS).

ORMS Today is published bi-monthly. It is the magazine of membership of the Institute for Operations Research and the Management Sciences (INFORMS).

INFORMS OFFICES

Requests for membership information and INFORMS publications should be addressed to:

www.informs.org or call, **1.800.4INFORMs**.

INFORMS Headquarters:

901 Elkridge Landing Road, Suite 400
Linthicum, MD 21090-2909
Tel: 800.4INFORMs (446.3676) or 410.850.0300

INFORMS Meetings, Publications:

12 Breakneck Hill Rd., Suite 102
Lincoln, RI 02865
Tel: 800.343.0062 or 401.274.2525

GENERAL TERMS & CONDITIONS

- The Publisher reserves the right to reject or cancel any advertisement that does not meet the Publisher's standards, for any reason at any time. In addition the Publisher reserves the right to place the word "Advertisement" in advertising which, in the Publisher's 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 **ORMS Today**, Lionheart Publishing Inc., 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.
- The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Publisher.
- The Publisher is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or their Agent.

Storage of Advertising Art

- Artwork, advertising film and other reproduction materials will be destroyed twelve (12) months after last use if return is not requested by the Advertiser or Agency within eleven (11) months of last use.

Agency Commissions

- Fifteen percent commission is allowed to recognized advertising agencies on space, color and position, provided the account is in good standing and paid within 30 days of invoice dates.
- Publisher must receive confirmation of all agency appointments from the Advertiser account. Classified advertising, online advertising and other special advertising, where indicated, is not commission-based.

Cancellation & Contract Terms

- 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.