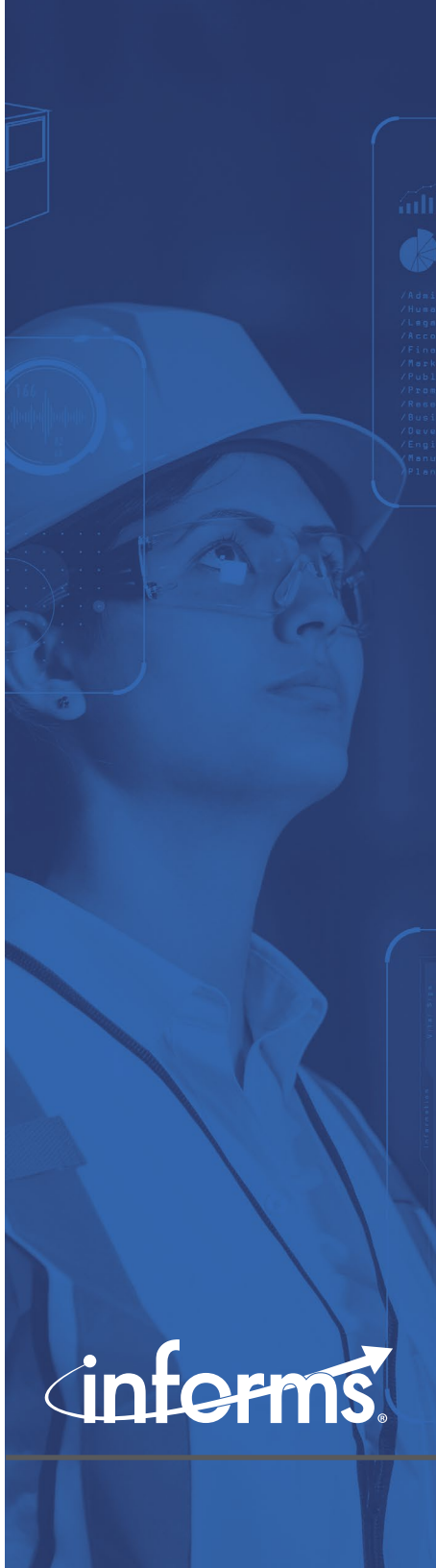
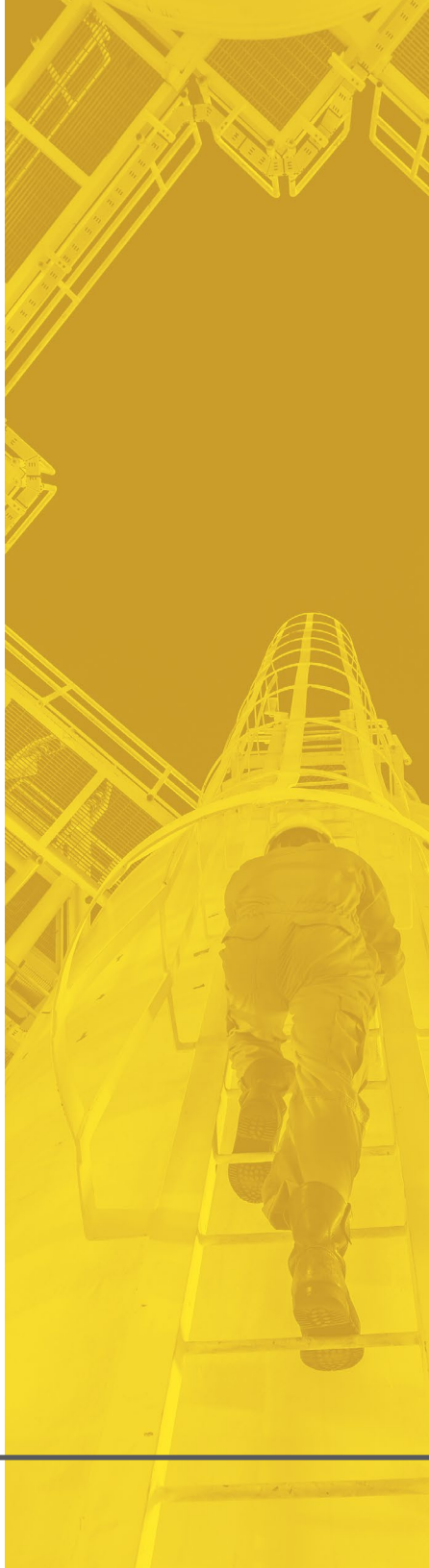




**informatics**



# ORMS<sup>TODAY</sup> MEDIA KIT

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**ORMS** TODAY





**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%<br>Simulation                 | 18.5%<br>Data Mining/Data Warehousing | 9.2%<br>Decision Analysis     | 4.6%<br>Queuing                |
| 29%<br>Statistical Analysis         | 16.9%<br>Modeling Languages           | 8.0%<br>Project Management    | 4.0%<br>Scheduling             |
| 24.6%<br>Linear/Integer Programming | 10.8%<br>Forecasting                  | 7.7%<br>Nonlinear Programming | 3.1%<br>Distribution/Logistics |
| 24.6%<br>Optimization               | 10.0%<br>Spreadsheet Add-ins          | 6.2%<br>Expert Systems        | 7.7%<br>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 &amp; 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       |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|
| <b>February</b> | <ul style="list-style-type: none"> <li>– Software Survey: Statistical Analysis</li> <li>– Artificial Intelligence: Friend or Foe?</li> <li>– Revenue Management: What's Next?</li> <li>– Women of O.R.</li> <li>– Business Analytics and O.R. Conference</li> </ul> | January 9, 2019    | January 16, 2019   |
| <b>April</b>    | <ul style="list-style-type: none"> <li>– Special International Issue</li> <li>– INFORMS-ALIO International Conference</li> <li>– Roundtable Profile: General Motors</li> <li>– Product and Literature Showcase</li> </ul>                                           | March 6, 2019      | March 13, 2019     |
| <b>June</b>     | <ul style="list-style-type: none"> <li>– Software Survey: Linear Programming</li> <li>– The Super Bowl of O.R.</li> <li>– Healthcare Analytics in Big Data Era</li> <li>– INFORMS Healthcare Conference</li> </ul>                                                  | May 8, 2019        | May 15, 2019       |
| <b>August</b>   | <ul style="list-style-type: none"> <li>– Special Issue: Innovative Education</li> <li>– Career Builder: Five Vital Skills</li> <li>– Preview: INFORMS Annual Meeting</li> </ul>                                                                                     | July 10, 2019      | July 17, 2019      |
| <b>October</b>  | <ul style="list-style-type: none"> <li>– Software Survey: Simulation</li> <li>– Sustainable Manufacturing</li> <li>– Advances in Supply Chain Management</li> <li>– 2019 Winter Simulation Conference</li> <li>– Product and Literature Showcase</li> </ul>         | September 11, 2019 | September 18, 2019 |
| <b>December</b> | <ul style="list-style-type: none"> <li>– Marketing &amp; Retail Analytics</li> <li>– O.R. and the Internet of Things</li> <li>– State of INFORMS &amp; the O.R. Profession</li> <li>– Awards Galore</li> </ul>                                                      | 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.**

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TODAY



# Print Advertising Rates

All Print advertisements include a one month Lower Level Column ad on [www.informs.org/ORMS-Today](http://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

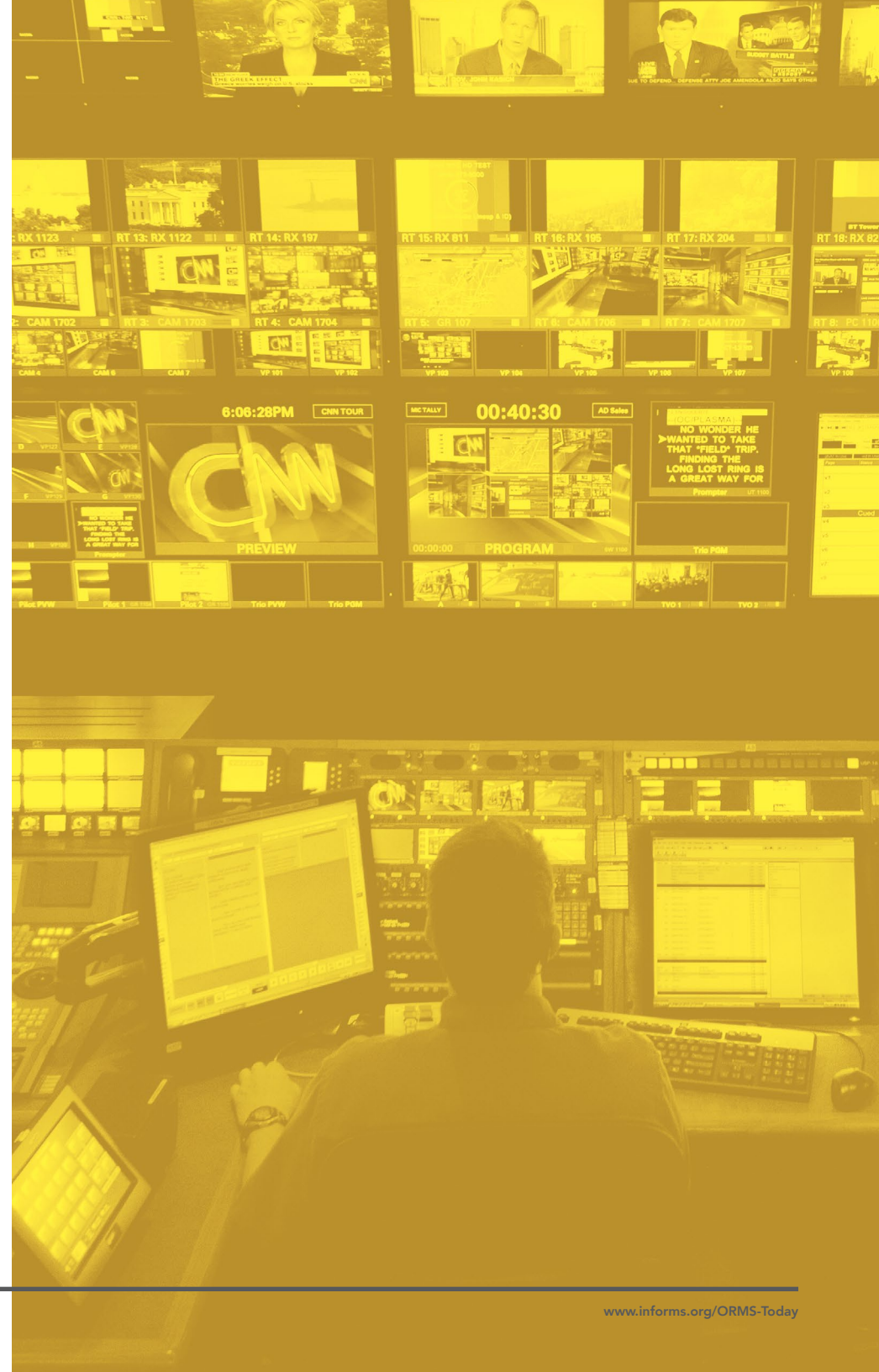
|           |         |
|-----------|---------|
| 1 Issue   | \$2,008 |
| 3 Issues  | \$1,908 |
| 6 Issues  | \$1,807 |
| 9 Issues  | \$1,707 |
| 12 Issues | \$1,606 |

## 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<br>(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](http://careercenter.informs.org) and click on Post Job Openings, or contact [anthony.marshall@communitybrands.com](mailto: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

TRIM AREA

NON-BLEED / BLEED LIVE AREA

NON-BLEED / BLEED LIVE AREA

TRIM AREA

BLEED

TRIM AREA

NON-BLEED / BLEED LIVE AREA

NON-BLEED / BLEED LIVE AREA

TRIM AREA

BLEED

BLEED





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

**ORMS** 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](http://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](http://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        |

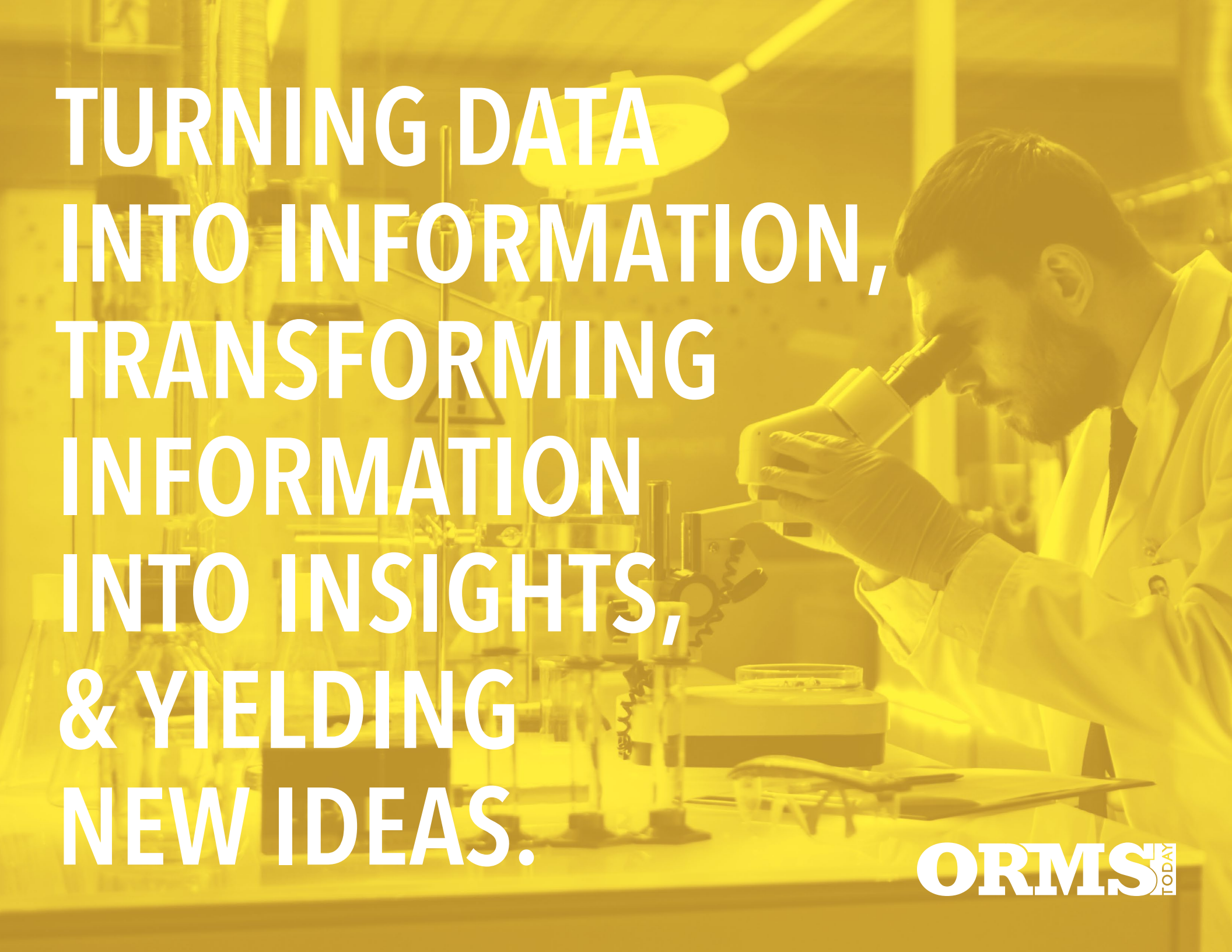
## File Format:

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.**

**ORMS** 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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**Employment Advertising:**

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The logo for ORMS TODAY. The word "ORMS" is in a large, bold, white sans-serif font. To its right, the word "TODAY" is written vertically in a smaller, white sans-serif font, enclosed within a white rectangular border.

**ORMS** TODAY