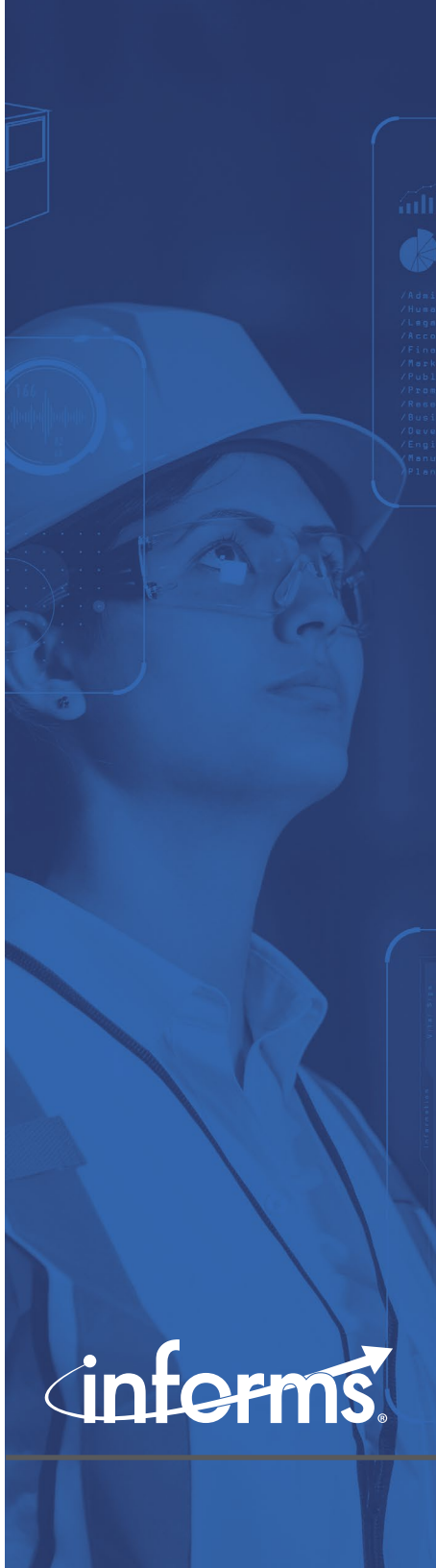




- /Adm
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ORMS^{TODAY} MEDIA KIT

ormstoday.informs.org

Advertising Inquiries:

Olivia Schmitz
Sales Manager
olivia.schmitz@informs.org
443-757-3539

Publication Inquiries:

Peter Horner
OR/MS Today & Analytics Editor
peter.horner@informs.org
770-587-3172

Employment Advertising:

Robin Kidwell
Career Center Representative
robin.kidwell@naylor.com
703-707-8686, ext.2736
careercenter.informs.org



5521 Research Park Drive, Suite 200
Catonsville, Maryland 21228
443-757-3500
informs@informs.org

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



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% Simulation	18.5% Data Mining/Data Warehousing	9.2% Decision Analysis	4.6% Queuing
29% Statistical Analysis	16.9% Modeling Languages	8.0% Project Management	4.0% Scheduling
24.6% Linear/Integer Programming	10.8% Forecasting	7.7% Nonlinear Programming	3.1% Distribution/Logistics
24.6% Optimization	10.0% Spreadsheet Add-ins	6.2% Expert Systems	7.7% 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 (Energy, Natural Resources & the Environment)
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	

2020 Editorial Calendar

ISSUE DATE	EDITORIAL THEMES	AD SPACE DUE	MATERIAL DUE
February	– Healthcare Analytics – Revenue Management: What's Next? – Women in O.R., Part 2 – Preview: INFORMS Business Analytics Conference	January 7, 2020	January 14, 2020
April	– Special International Issue – Roundtable Profile – Product and Literature Showcase	March 6, 2020	March 13, 2020
June	– Analytics and Automation – Advances in Supply Chain Management – Software Survey: Forecasting – The Super Bowl of O.R.	May 7, 2020	May 14, 2020
August	– Special Issue: Innovative Education – Preview: 2020 INFORMS Annual Meeting	July 7, 2020	July 14, 2020
October	– Election Analytics – Software Survey: Decision Analysis – 2020 Winter Simulation Conference – Product and Literature Showcase	September 7, 2020	September 14, 2020
December	– Marketing & Experience Analytics – Sustainable Manufacturing – State of INFORMS & the O.R. Profession – Awards Galore	November 9, 2020	November 16, 2020

Editorial Calendar is subject to change.

A woman with curly hair, wearing a striped shirt, is gesturing with her hands while speaking in a meeting. The background is a blurred office setting with other people and computer monitors. The entire image has a blue tint.

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

ORMS TODAY

Print Advertising Rates

All Print advertisements include a one month Lower Level Column ad on ormstoday.informs.org – 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

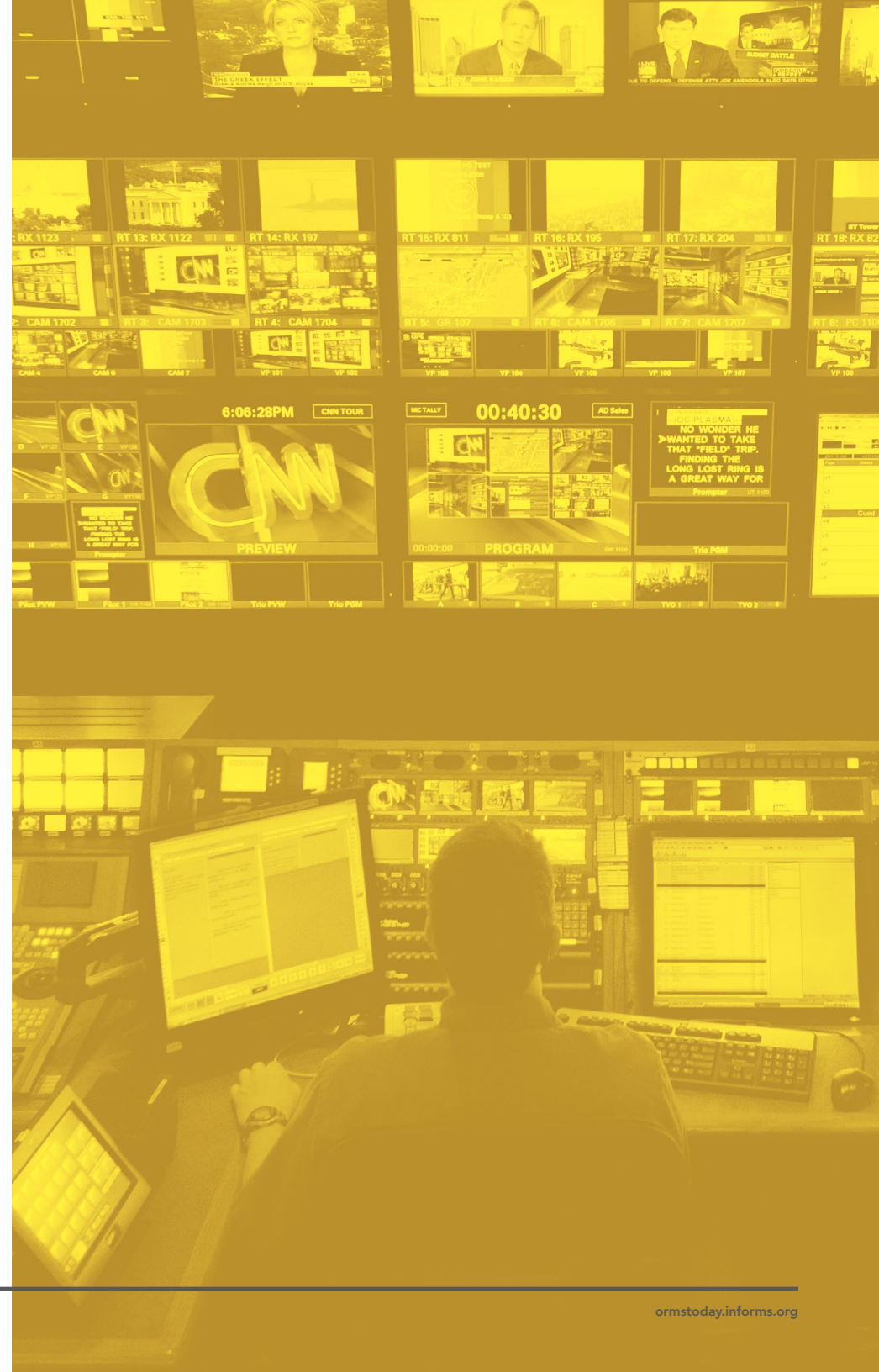
1 Issue	\$2,008
3 Issues	\$1,908
6 Issues	\$1,807
9 Issues	\$1,707
12 Issues	\$1,606

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 Robin Kidwell at robin.kidwell@naylor.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

TRIM AREA

NON-BLEED / BLEED LIVE AREA

NON-BLEED / BLEED LIVE AREA

TRIM AREA

BLEED

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NON-BLEED / BLEED LIVE AREA

NON-BLEED / BLEED LIVE AREA

TRIM AREA

BLEED

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:

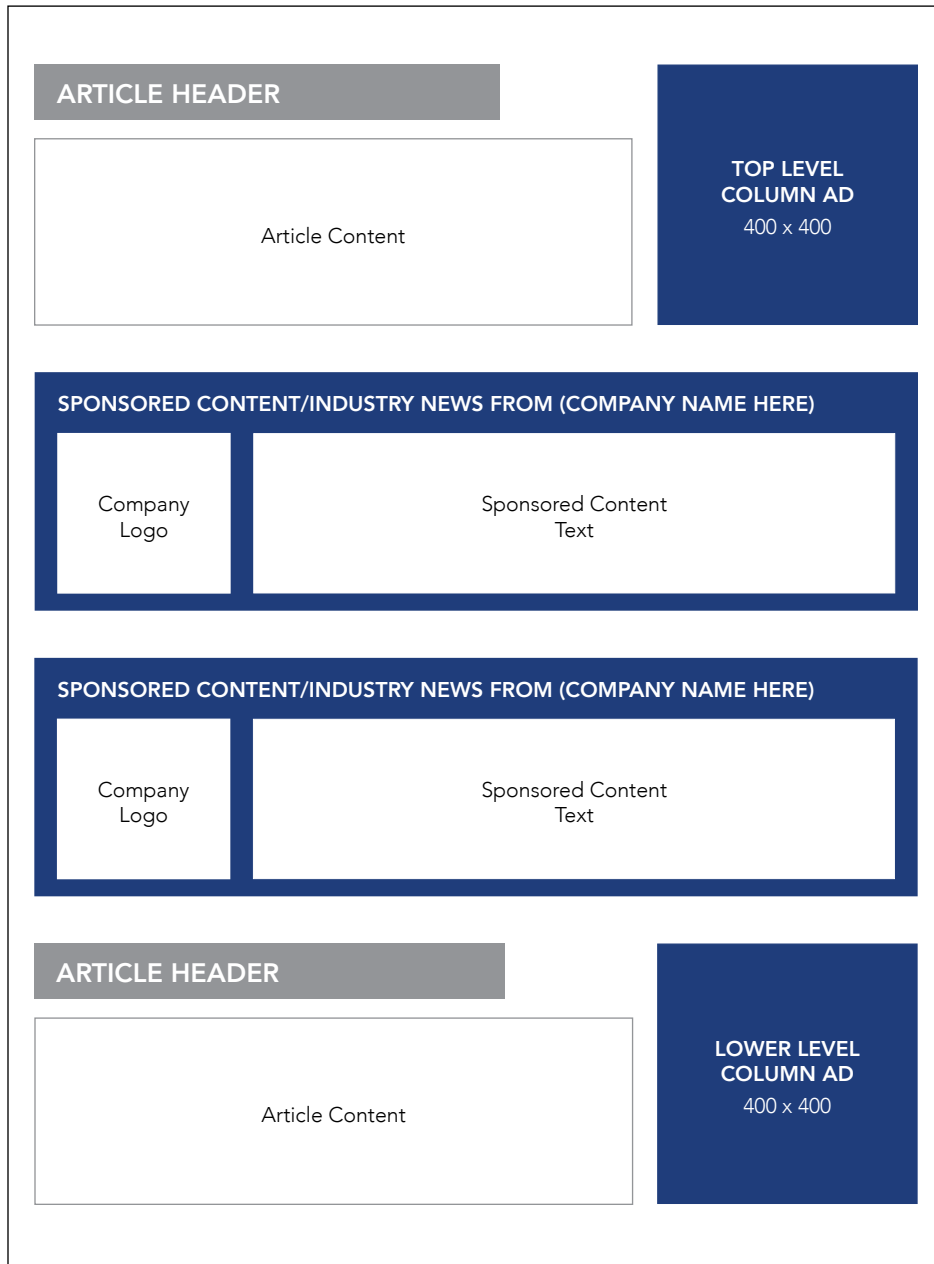
These exclusive positions will enhance your leadership position and provide your company the opportunity to share your expertise, new products, etc. A preview of your article and a link to your landing page will be featured on the home page of *OR/MS Today* (ormstoday.informs.org). Choose between Sponsored Content and Industry News.

Dynamic Video Ad:

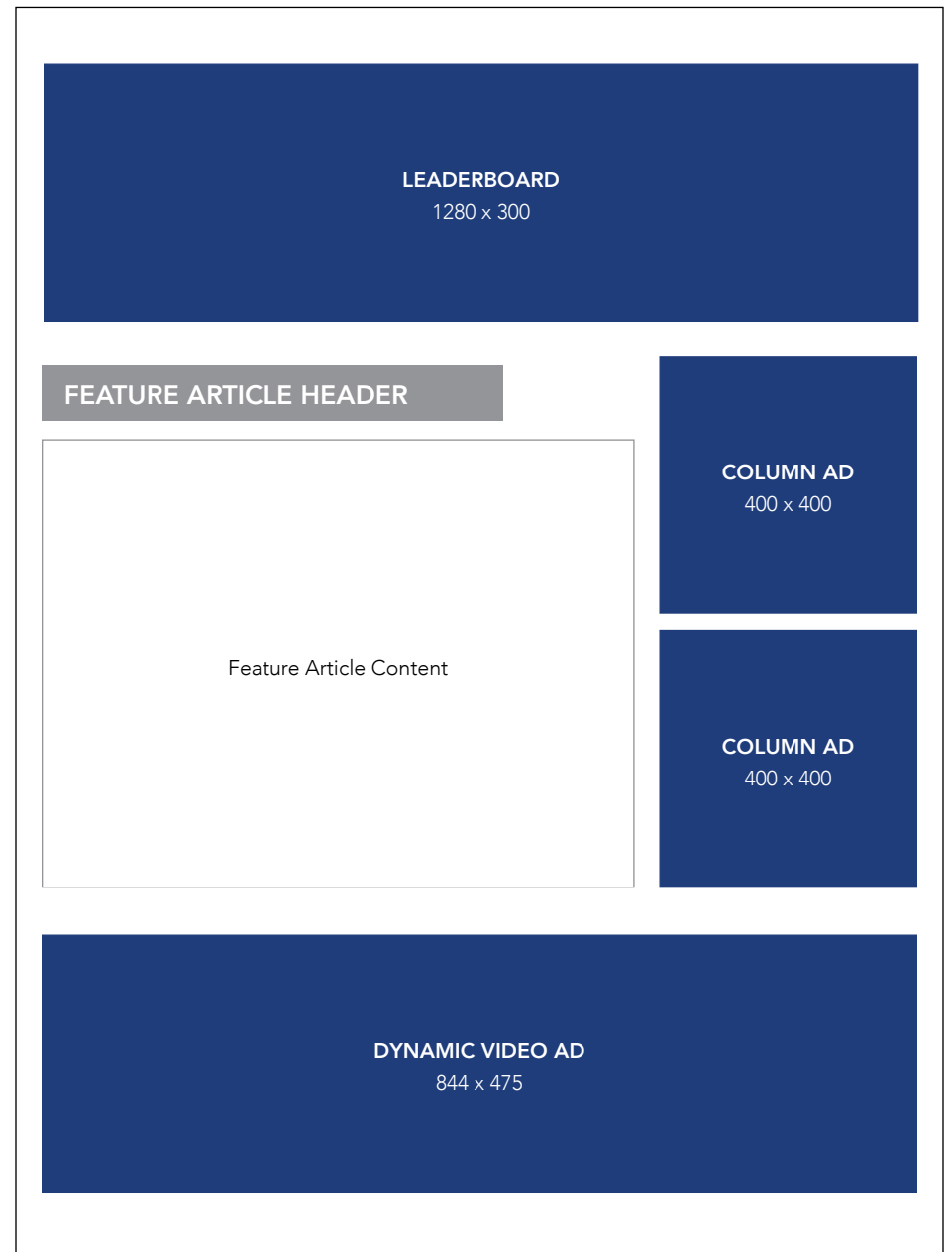
Deliver a concise message in a 15-30 second video. Featured on the *OR/MS Today* home page (ormstoday.informs.org), this is a unique, exclusive opportunity to reach thousands of readers.



ORMS Today Magazine "Homepage" Sample



ORMS Today Magazine "Featured Article Page" Sample



Digital Advertising Rates

All advertisements are static, non-rotating, and 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 they 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.**

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.



Advertising Inquiries:

Olivia Schmitz
Sales Manager
olivia.schmitz@informs.org
443-757-3539

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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, with each letter of "TODAY" aligned with a letter of "ORMS".

ORMS TODAY