

2022 INFORMS SPONSORSHIP & MEDIA GUIDE

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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*.

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 opportunities for exhibiting, sponsorships, and advertising.

INFORMS ADVERTISING HELPS YOU REACH...

- Analytics Professionals & Executives
- Consultants to Help You Solve Business Problems
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- Specialized Software Developers
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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 resumes. It's where job seekers go to land the right job in academia or industry and where employers post their jobs and search our resume database for qualified candidates. For job seekers, the service provides specialized, up-to-date listings of OR/MS and analytics opportunities around the globe. For employers, the Career Center offers a targeted list of available candidates at all levels of OR/MS and analytics education 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: careercenter.informs.org
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INFORMS JOURNAL ADVERTISING

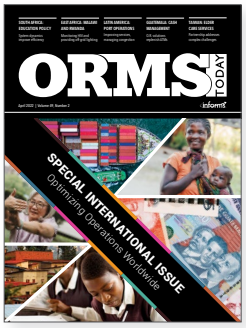
INFORMS publishes 17 scholarly journals, including two electronic-only journals. Place your ad in INFORMS journals to target a vast and specialized audience of analytics and O.R. professionals. Subscribers are interested in a variety of analytics and OR/MS topics and most have purchasing power within their organizations.

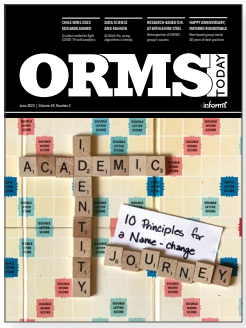
INFORMS MEMBERSHIP MAGAZINE: *OR/MS TODAY*

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.

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ADVERTISING OPPORTUNITIES

INFORMS INDUSTRY MAGAZINE: *ANALYTICS*

Analytics is the INFORMS industry magazine designed for the broad analytics practice community. *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.

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PODCAST ADVERTISING: *RESOUNDINGLY HUMAN*

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. In this podcast, we look behind the research, behind the data, behind these many incredible applications to meet the people whose inspiration, hard work, and dedication are transforming our world.

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INFORMS MEETINGS & CONFERENCE EXHIBITING/ADVERTISING

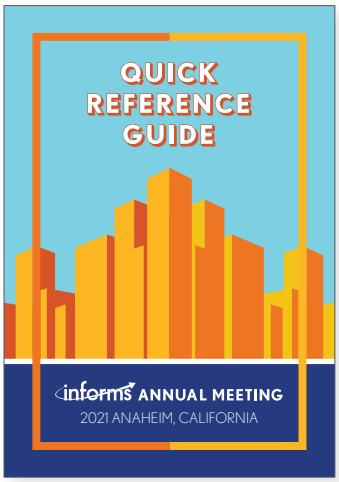
Target specific audiences and key decision makers by exhibiting at INFORMS Annual, Analytics, International, and application-oriented meetings, advertising in meeting programs, or sponsoring a meeting or INFORMS event. Whatever your choice, you are sure to reach the right audience.

INFORMS MEETINGS & CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities at INFORMS meetings and conferences 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:

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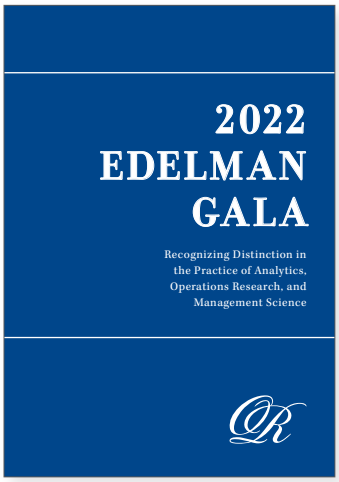
ADVERTISING OPPORTUNITIES



INFORMS QUICK REFERENCE ADVERTISING

Reach a targeted audience of OR/MS and analytics professionals with an ad in the 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
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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 1,000+ 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. $5,000, and $15,000 levels available.

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JOURNAL SPONSORSHIP







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:

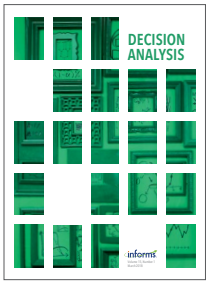
- **Journal Print Advertisements:** Full- or half-page print advertisement space (full- or half-year placements)
- **Journal Subscriptions:** 2022 online journal subscription (not available to institutions)
- **INFORMS Career Center:** Special exclusive packages including INFORMS Career Fairs
- **Sponsorship Logo:** Sponsor's logo on journal homepage for 12 months
- ***OR/MS Today* Print Advertising Space:** Full-page advertisement in one 2022 issue
- ***Analytics* Magazine Display Ad:** Online banner ad placed in one 2022 online issue

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

Tom Fink, Sr. Mgr., Sales & Business Development
Phone: 443-757-3561
Email: tfink@informs.org

JOURNAL ADVERTISING

Access Journal Closing Dates and Rates at informs.org/journal-advertising



DECISION ANALYSIS (DECA)

Decision Analysis is a peer-reviewed international journal dedicated to advancing the theory, application, and teaching of all aspects of decision analysis. The primary focus of the journal is to develop and study operational decision-making methods, drawing on all aspects of decision theory, decision analysis, and behavioral decision theory with the ultimate objective of providing practical guidance for decision makers.

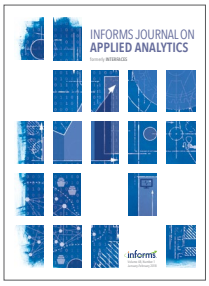
pubsonline.informs.org/journal/deca I Frequency: 4 issues/year (quarterly)



INFORMATION SYSTEMS RESEARCH (ISRE)

Information Systems Research is an author-friendly peer-reviewed journal that publishes the best research in the information systems discipline. Its mission is to advance knowledge about the effective and efficient utilization of information technology by individuals, groups, organizations, society, and nations for the improvement of economic and social welfare.

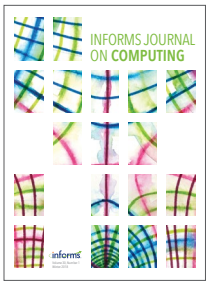
pubsonline.informs.org/journal/isre I Frequency: 4 issues/year (quarterly)



INFORMS JOURNAL ON APPLIED ANALYTICS (IJAA)

INFORMS Journal on Applied Analytics publishes manuscripts focusing on the practice of operations research and management science (OR/MS) and the impact this practice has on organizations throughout the world. The most appropriate papers are descriptions of the practice and implementation of OR/MS in commerce, industry, government, or education. The journal publishes papers in all areas of OR/MS including O.R., information systems, finance, marketing, education, quality, and strategy.

pubsonline.informs.org/journal/inte I Frequency: 6 issues/year (bimonthly)



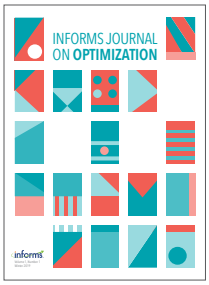
INFORMS JOURNAL ON COMPUTING (IJOC)

INFORMS Journal on Computing publishes a wide range of papers covering the broad intersection of O.R. and computer science. In addition to research articles, there are special papers in a variety of formats, including feature articles on timely topics, expository and state-of-the-art reviews, and research perspectives.

pubsonline.informs.org/journal/ijoc I Frequency: 4 issues/year (quarterly)

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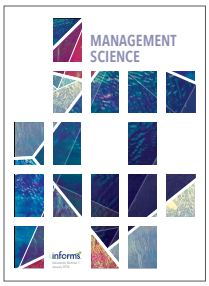
Access Journal Closing Dates and Rates at informs.org/journal-advertising



INFORMS JOURNAL ON OPTIMIZATION (IJOO)

The future of optimization defines the field of analytics as the science that starts with data and builds models to derive optimal decisions that add value. With these ideas in mind, *INFORMS Journal on Optimization* includes the following new areas: data-driven optimization; optimization methods in machine learning; and exciting real-world applications of optimization. In addition, the journal will publish papers in more traditional areas of optimization.

pubsonline.informs.org/journal/ijoo I Frequency: 4 issues/year (quarterly)



MANAGEMENT SCIENCE (MNSC)

Management Science publishes scientific research on the practice of management focusing on the problems, interest, and concerns of managers. Within its scope are all aspects of management related to strategy, entrepreneurship, innovation, information technology, and organizations as well as all functional areas of business, such as accounting, finance, marketing, and operations.

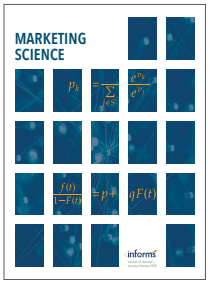
pubsonline.informs.org/journal/mnsc I Frequency: 12 issues/year (monthly)



MANUFACTURING & SERVICE OPERATIONS MANAGEMENT (M&SOM)

INFORMS journal for operations management publishes high-impact manuscripts that report relevant research on important problems in operations management. This research can be prescriptive or descriptive; in either case, the intent of the research is ultimately to develop some form of enduring knowledge that can lead to more efficient or effective processes for the creation and delivery of goods and services.

pubsonline.informs.org/journal/msom I Frequency: 6 issues/year (bimonthly)



MARKETING SCIENCE (MKSC)

Marketing Science is the premier journal focusing on empirical and theoretical quantitative research in marketing. Researchers employ a rigorous mathematical modeling approach aimed at improving the actions of marketing decision makers, offering a deeper understanding of marketing phenomena.

pubsonline.informs.org/journal/mksc I Frequency: 6 issues/year (bimonthly)

JOURNAL ADVERTISING (Continued)

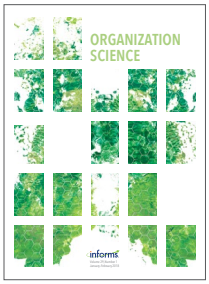
Access Journal Closing Dates and Rates at informs.org/journal-advertising



OPERATIONS RESEARCH (OPRE)

Operations Research publishes high-quality papers that represent the true breadth of the methodologies and applications that define our field. It serves the entire O.R. community including practitioners, researchers, educators, and students. In that respect, the papers that appear in the journal must satisfy three essential requirements: operations-focused, scientific, and broad.

pubsonline.informs.org/journal/opre | Frequency: 6 issues/year (bimonthly)



ORGANIZATION SCIENCE (ORSC)

Organization Science is widely recognized as one of the top journals in the fields of strategy, management, and organization theory. The journal publishes groundbreaking research about organizations, including their processes, structures, technologies, identities, capabilities, forms, and performance. Articles focus on fundamental research from different disciplines, such as organizational behavior and theory, sociology, strategic management, economics, information systems, and technology management.

pubsonline.informs.org/journal/orsc | Frequency: 6 issues/year (bimonthly)



STRATEGY SCIENCE (STSC)

Strategy Science publishes outstanding research directed to the challenges of strategic management in both business and nonbusiness organizations. This agenda encompasses a broad range of topics including relatively macro-level concerns of industry dynamics and the institutional context in which organizations operate to more organizational-level focused work that links the organization to its external context.

pubsonline.informs.org/journal/stsc | Frequency: 4 issues/year (quarterly)



TRANSPORTATION SCIENCE (TRSC)

As the foremost scientific journal in the cross-disciplinary operational research field of transportation analysis, *Transportation Science* publishes high-quality original contributions and surveys on phenomena associated with all modes of transportation, present and prospective, including all levels of planning, design, economic, operational, and social aspects.

pubsonline.informs.org/journal/trsc | Frequency: 6 issues/year (bimonthly)

JOURNAL ADVERTISING RATES

SCHEDULE A *(MNSC & OPRE)*

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 *(IJAA & MKSC)*

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 C *(DECA, IJOO, ISRE, IJOC, M&SOM, ORSC, STSC & TRSC)*

Full-Page Color (4/C)	$1,220
Full-Page Black & White	$1,460
Half-Page Color (4/C)	$1,185
Half-Page Black & White	$410

SPECIAL PLACEMENT CHARGES

- **C3 (Inside back cover):** Full-page ad + 20% (color or b&w) - *IJAA, MNSC, M&SOM, MKSC, ORSC*

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%

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- **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 canceled 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 REQUIREMENTS

Please review these requirements before submitting your print advertisement.

FULL-PAGE ADVERTISEMENT SPECIFICATIONS

Bleed Size	8.375″ x 11.125″
Trim Size	8.375″ x 11.125″
Live Area	7.125″ x 9.875″
Half-Page Black & White	$845

HALF-PAGE ADVERTISEMENT SPECIFICATIONS

Bleed Size	N/A
Trim Size	N/A
Live Area	7.125″ x 4.875″

ADDITIONAL INFORMATION

- 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.

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For the latest INFORMS Advertising information, rates, and deadlines, go to informs.org/advertising.

INFORMS CAREER CENTER: JOB POSTINGS

JOB POSTING PACKAGES

Post your job(s) on the top job board for operations research, management science, and analytics professionals.

Product	Members	Nonmembers
One (1) 30-Day Job Posting	$295	$495
One (1) 60-Day Job Posting	$419	$675
Three (3) 30-Day Job Postings	$795	$1,335
Five (5) 30-Day Job Postings	$1,250	$2,100
Ten (10) 30-Day Job Postings	$2,210	$3,710

JOB POSTING ENHANCEMENTS

The following options are available for purchase during the job posting process.

- **INFORMS Career Spotlight E-Newsletter**
  Add your job posting to this monthly E-newsletter, emailed directly to more than 11,000 members.
- **Featured Jobs (Starting at $125)**
  Get prime exposure on the site with highlighted job postings and prominent visibility to job seekers.
- **Job Posting Videos (Starting at $200)**
  Create one-minute videos to provide information, brand identity, and call to action for each of your postings.
- **Social Recruiting (Starting at $125)**
  Reach active and passive job seekers with automatic distribution of your jobs via social networking sites.

OR/MS TODAY EMPLOYMENT (CLASSIFIED) PRINT DISPLAY OR TEXT ADS UPGRADE

All prices include a concurrent 60-day online job posting. (Please note: The 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.)

Ad size	Dimensions	Price
Full-Page Ad	8.125" x 10.875"	$2,298
1/2 Page Ad	4.875" x 10" (Vertical) 10" x 4.875" (Horizontal)	$1,598
1/4 Page Ad	3.375" x 4.875"	$1,098

To Reserve an Ad, Request a Quote, or Submit Ad Materials:
Robin Kidwell, Career Center Representative
Website: careercenter.informs.org
Phone: 571-353-6736
Email: robin.kidwell@naylor.com

INFORMS JOURNAL INSERTION ORDER

Advertiser Information: _____

Contact: _____ Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Fax: _____

_____ 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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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 *(IJAA & MKSC)*	
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 C *(DECA, IJOO, ISRE, IJOC, M&SOM, ORSC, STSC & TRSC)*	
Full-Page Color (4/C)	$1,220
Full-Page Black & White	$1,460
Half-Page Color (4/C)	$1,185
Half-Page Black & White	$410

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.

Signature: _____ **Date:** _____

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.