



Your Career, *Your Community*

- ■ ■ A new professional networking website dedicated to bringing together everyone who accesses, organizes, creates, manages, produces or distributes information for a living ■ ■ ■ ■

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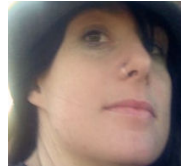


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LibGig... Your Career, Your Community

LibGig (<http://libgig.com>) is a new professional networking, career development and job listing website created by and for the Library and Information Industry. LibGig is dedicated to bringing together everyone who accesses, organizes, creates, manages, produces or distributes information for a living. We will alert our readership to top career opportunities and projects while helping them improve career skills through a variety of resources and services.

Yet our greater goal is to establish a common, human link, within the enormous and multi-faceted information industry, through dialog, interaction and sharing of interesting stories, as well as dynamic and exclusive content that encourages interaction, feedback, and debate.

LibGig Careers

- **LibGig Jobs:** Searchable job listings from diverse employers who may be posting uniquely here
- **Profiles of featured employers:** "What is it like to work here" snapshots and profiles
- **Odd Jobs:** Intriguing "odd" jobs that might defy categorization; internships, consulting gigs, interim assignments
- **Library Vendor jobs** for information professionals
- **Free Resume consultation** from a librarian-owned resume firm
- **Career Q & A:** Relevant queries answered by top recruiting and career experts
- **Who's Hiring Job Alert:** Semi-monthly e-newsletter sent to the desktops of 6,000+ subscribing job seekers. Includes: recent job listings posted on LibGig Jobs plus job hunting tips and career development information.

LibGig Schools

- **ALA-Accredited LIS schools:** The most inclusive and up-to-date list of ALA Accredited LIS schools including their specialties, degrees, certificates, doctoral programs, admissions and financial aid contacts – *and all in one place*
- **Alumni** pictures, profiles and contact information
- **Links to education, certification and training options** from groups such as I Schools Caucus, SLA and Click University, Knowledge Management Professional Society (KMPro), Society of Competitive Intelligence Professionals, Continuing Ed, Certificates, Courses, and Training.

LibGig Community

- **Profiles and interviews** of community leaders, innovators, visionaries and problem-solvers
- **Forums:** Community dialogue and opinions are discussed in helpful and easy-to-read threads
- **Exclusive LibGig blogs,** featuring perspectives from different parts of the information industry plus a sampling of the best of the library community blogs
- **New product announcements** and reviews
- **An events calendar** that highlights upcoming conferences, parties, job fairs, deadlines, due dates, mixers, and contests that is supported by you, the community
- **Information industry news** aggregated through feeds from a plethora of top news sites and publications.

LibGig Advertising

Audience

Library and Information Professionals of all generations and with varied backgrounds and training come to LibGig in search of jobs and career assistance, education and training, professional networking and – above all – community.

A growing demographic of information professionals is already loyal to our parent company, Library Associates Companies. With LAC's traffic as our base, there are over 7,500 registered users, 6,200 visitors monthly and 57% new visitors each month.

Job Advertising

LibGig Jobs offers a broad but specialized variety of jobs available for a diverse level of required experience – from seasoned professionals to entry level positions. We include jobs for graduates with a master's degree, but we also focus on jobs for technicians, students, interns and consultants.

We are delighted by the influx of “non-traditional” (emerging) positions for information workers. We include posts for traditional library and archives jobs as well as exciting opportunities in marketing and sales, training and management jobs and new and emerging information jobs – positions in competitive intelligence, primary research, journalism, records and knowledge management.

- **Excellent value starts with your first listing:** You can post a job listing on LibGig for \$99
- **Take advantage of volume discounts:** Available for two or more listings
- **Featured jobs:** Your job will be posted at the top of each job listings page for 30 days for \$150
- **Feature your company:** Your logo appears on the home page and links to your site's jobs/career pages (or the page of your choice) for \$299.

Who's Hiring Job Alert:

Two for One . . . When you post your jobs with LibGig Jobs, your listing(s) are automatically sent semi-monthly to the desktops of 6,000+ job seekers who have signed up to receive LibGig's email newsletter, *Who's Hiring Job Alert*.

Job Posting Rates

# of Posts	Price Each	Savings
1	\$99.00	
2	\$97.00	Save 2%
3	\$94.00	Save 5%
4	\$89.00	Save 10%
5 – 9	\$80.00	Save 19%
10 – 14	\$75.00	Save 24%
15 – 19	\$65.00	Save 34%
20 – 24	\$55.00	Save 44%
25 – 100	\$45.00	Save 55%

(Postings are valid for 12 months from date of purchase.)

Display Advertising & Rates

LibGig offers display advertising opportunities to vendors of products and services in the information industry. These are available in standard sizes on our home page as well as on our under pages and in our semi-monthly e-newsletter, sent to a subscriber list of 6000+ library and information professionals.

Ad Name	Size in Pixels	3x	6x	12x	
Leaderboard	960 x 90	\$2,700.00	\$2,400.00	\$2,100.00	Above or Below logo
Premium banner	468 x 60	\$1,800.00	\$1,600.00	\$1,400.00	Above edit content
Skyscraper	120 x 600	\$1,800.00	\$1,600.00	\$1,400.00	Right column
Square one	300 x 250/300	\$1,350.00	\$1,050.00	\$900.00	Good size for Video ad
Square two	150 x 150	\$900.00	\$800.00	\$700.00	Right Column
Within-the-text ads	50 words with logo on the home page			In the editorial well	

(Prices: net per month)

Our web pages include:

- Home page
- Job Listings
- Career Q & A
- Public Forum
- Schools home page and on the individual ALA accredited school pages
- Blogs home page or individual blogger pages.

For custom sizes and placements, or for more information, please contact **Raissa Fomerand**, 914-419-7900, raissa@libgig.com. We will work with you to develop innovative solutions to achieve your advertising goals.

Think Big... LibGig!

LibGig visitors will find interactive, informative, educational and entertaining content plus a broad spectrum of specialized job postings and career development assistance.

What do we offer that you can't get anywhere else?

- **Our reputation:** Our parent company's outstanding reputation paves the way for LibGig Job advertising. Since 1989, Library Associates Companies has been a proven leader in recruiting and contracting for Library and Information Professionals
- **We work harder for you!** Our specialty job board is linked throughout the LIS community, nation-wide and abroad
- **We're proactive, not passive:** Post with us. We don't wait for the traffic – we seek it out through our RSS feeds, our semi-monthly, *Who's Hiring Job Alert*, and through our presence at well-attended trade shows, such as ALA, SLA, Computers in Libraries and many others
- **Promotion and advertising:** Campaigns within the LIS community including posts on library listservs, trade associations, blogs, newsgroups and forums
- **2.0 and beyond!** LibGig focuses on jobs and careers, but we don't stop there! We also promote a vibrant interactive community, social networking and professional development.



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