



# METROPOLITAN NEW YORK LIBRARY COUNCIL



## Engagement Kit

### *Sponsorship & Advertising Information*

Document Date: March 2012

# WHY METRO?

- The Metropolitan New York Library Council (“METRO”) is the largest and most influential library association in the United States, representing more than 10,000 members and 1,200 organizations.
- METRO’s infrastructure offers unparalleled multi-channel reach -- across print, digital, and in-person events.
- METRO’s nearly 50-year-old brand (founded in 1964) offers instant credibility in a competitive marketplace.
- METRO’s members are responsible for authorizing more than \$250 million annually in software licenses, research subscriptions, and infrastructure investments.



# ENGAGEMENT OPTIONS

METRO offers a full suite of sponsorship and underwriting channels for qualified organizations.

- Annual events: summits, conferences
- Professional development: workshops & seminars
- Customized events: design your own platform
- Best-in-class website & online reach: display advertising, sponsored content, email, Twitter
- Talent management & recruitment
- Custom research / sponsored content
- List rentals

# METRO: BY THE NUMBERS

METRO offers unparalleled reach, prominence and frequency in the information sciences sector in Greater New York.

- Founded in 1964
- 10,000 industry professionals in over 1,200 member libraries
- More than 90 workshops and special events each year
- Distributes over \$375,000 in grants to member libraries
- Helps fill 100+ new jobs each year
- Hosting more than 20 discrete digital collections for members online.
- 8,000+ email list, ~8 years in the making

# METRO'S INTANGIBLES

- METRO is at the axis of three critical industry trends: information management, information distribution, and knowledge management
- METRO has been a trusted source of library & information science professionals for nearly 50 years
- METRO's communication activities result in an average of more than 1 touch-point-per-week, all year long
- METRO.org will have 150,000 unique visitors during 2012 who spend more than 2:00/visit on the site
- METRO is the go-to source for a virtually all of its members' professional needs: development, recruiting, best practice, and thought leadership.

# CONTACT INFORMATION

Contact us to discuss options and customized packages.

- Please contact Tim Bourgeois to discuss sponsorship and underwriting opportunities at [timb@metro.org](mailto:timb@metro.org).
- For more information, please visit [www.metro.org](http://www.metro.org).