

2000 Inspire Public Awareness Campaign

# Inspire

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Half-page Inspire advertisement running in the *Indianapolis Business Journal (IBJ)*, beginning in September 1999

## About the IBJ...

Each issue of the IBJ includes the ROP (run of the press) and a Focus section dedicated to covering current trends and issues in a particular industry. A Small Business Section is published in the last issue of each month. This section targets the special needs and interests of small business owners.

There are also several IBJ magazines, promotional magazines, and IBJ Supplements. IBJ is a "pass along publication." Total circulation figures (paid and non-paid) are 17,647, with an average of 3.6 readers per copy. The total readership is 63,529.



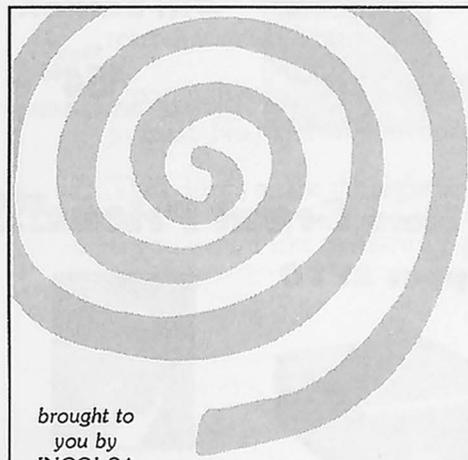
Inspire  
goes to the  
movies  
with Silver  
Screen  
Media!

**About Silver Screen Media...**

Silver Screen Media provides movie theater audiences with a source of entertainment preceding each feature film. The presentation is full-color, full-screen, graphically designed slides.

Major advantages of in-theater slide advertising – Ability to reach people on the weekend when most decisions to try new things are made, Ability to target desired audiences, Low cost per thousand, Incredible number of weekly exposures – one 10-screen theater will deliver the message more than 1,000 times per week, Low production cost, Image of “glamour” associated with the movies, Opportunity to be creative with campaigns.

Each ad runs three times before every showing, in all screens at the theaters purchased, 7 days a week. The message can be the same each time it runs, or each slide may be different. The Indiana Library Federation investigated the idea of using video segments rather than static slides with Silver Screen Media. This option was unavailable to the Federation.



**Inspire**

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Inspire is a collection of commercial databases that you can access free! Use any PC equipped with an Internet connection and a Web browser to visit Inspire. On Inspire, you can find more than 2,000 full-text business, scientific, and general interest periodicals.

**Inspire:** so much information all in one place!

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brought to you by INCOLSA with a grant from the Indiana State Library.



**Inspire advertisement in the IBJ Fax Daily**

IBJ Daily is delivered via fax and e-mail between 1:00 p.m. and 4:00 p.m. every work day, Monday through Friday to approximately 3,288 business executives, who either subscribe to IBJ and request IBJ Daily or pay \$24.95 a year to receive IBJ Daily. IBJ Daily is also available on Indianapolis Business Journal's Web site, [www.ibj.com](http://www.ibj.com). There is an average of 3,801 hits to IBJ Daily on the IBJ Web site each month.

# Learning Services

## Leonardo's Multimedia Toolbox



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## Leonardo's Multimedia Toolbox Project Contest 1999

NEC would like to share the best projects using *Leonardo's Toolbox* submitted by educators and students all over the world.

**YOU COULD WIN AN NEC LAPTOP!**

Check out [www.learnserv.com/ilfleo.html](http://www.learnserv.com/ilfleo.html) to find out more about prizes, rules, and the contest entry form. Download a sample lesson plan on dinosaurs, or download a 30-day trial version of *Leonardo's Toolbox!* Update module for version 1.1 is also available online.

## Conference Pro



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## JamCam



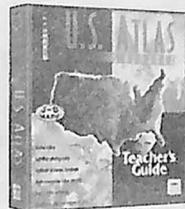
**\$87<sup>65</sup>**  
PC/USB MAC KIDB0045XX

## First Connections Golden Book Encyclopedia



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MAC CD HART0290-MCCD  
WIN CD HART0290-MPC

## The Learning Company For Greater Knowledge



## U.S. Atlas & Almanac

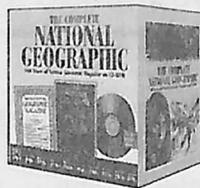
School  
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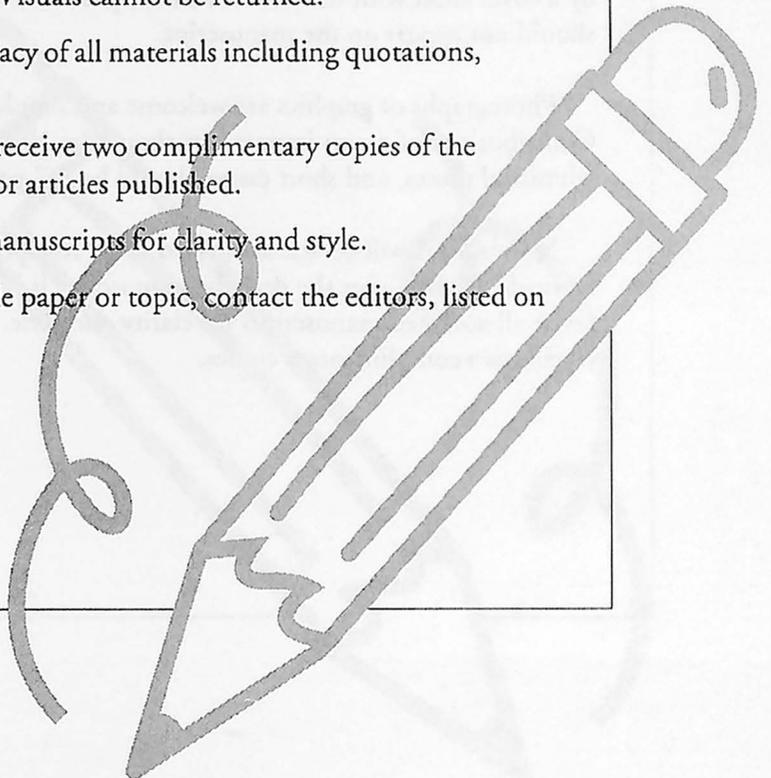
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1. Manuscripts should be double spaced and submitted in one of two ways:
  - a. Microsoft Word (preferred), Wordperfect, or plain ASCII text file on an IBM-compatible disk, accompanied by two paper copies.
  - b. Microsoft Word (preferred), Wordperfect, or plain ASCII text file (IBM-compatible) attached to an E-mail message addressed to both [sschlag@iupui.edu](mailto:sschlag@iupui.edu) and [twhitehd@doe.state.in.us](mailto:twhitehd@doe.state.in.us).
2. References or endnotes should appear at the end of the manuscript; footnotes should not be used. Manuscript should conform to MLA style (Gibaldi, Joseph. *MLA Handbook for Writers of Research Papers*. 4<sup>th</sup> ed. New York: Modern Language Association, 1995.) Pages should be unnumbered.
3. Authors should be identified by a cover sheet with the author's name, position, and address. MLA style exception: Identifying information should not appear on the manuscript.
4. Photographs and illustrative material should be in black and white, and graphics should be of good technical quality. Visuals cannot be returned.
5. Authors are responsible for the accuracy of all materials including quotations, references, etc.
6. Upon publication, each author will receive two complimentary copies of the journal. No payment will be made for articles published.
7. The editors retain the right to edit manuscripts for clarity and style.
8. If you would like to discuss a possible paper or topic, contact the editors, listed on page 38.



# Indiana Libraries

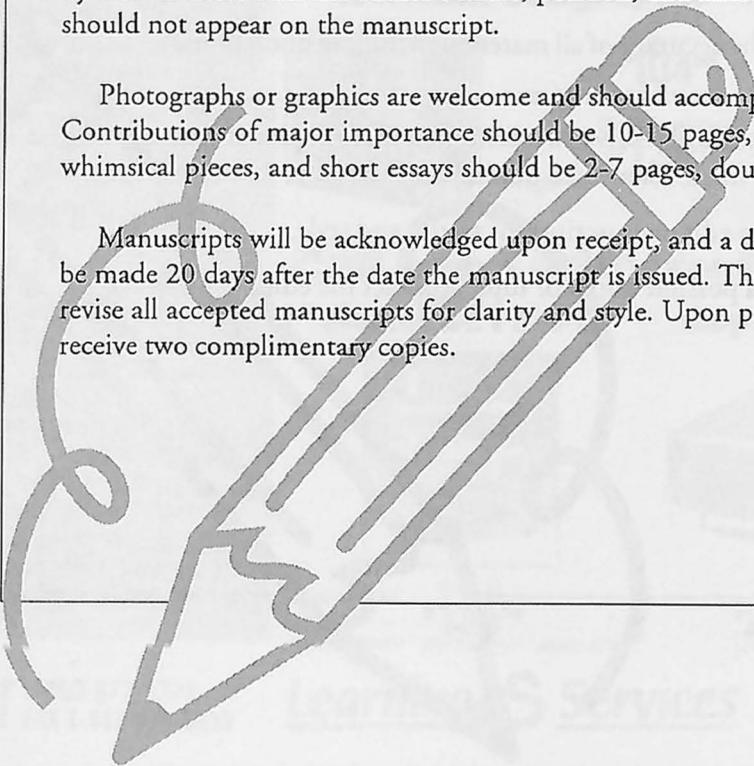
*Indiana Libraries* is a professional journal for librarians and media specialists. Published twice a year, it is a joint publication of the Indiana Library Federation and the Indiana State Library. Practitioners, educators, and researchers are invited to submit manuscripts for publication. Manuscripts may concern a current practice, policy, or general aspect of the operation of a library system in Indiana. The ILF Publications Committee is currently taking suggestions for subsequent themes for the publication. If you would like to discuss possible themes for the publication or have ideas for a paper, contact *Indiana Libraries* editor:

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All manuscripts should be submitted on a computer disk, if possible. The article should be double-spaced throughout with good margins. Writers should be identified by a cover sheet with the author's name, position, and address. Identifying information should not appear on the manuscript.

Photographs or graphics are welcome and should accompany the manuscript. Contributions of major importance should be 10-15 pages, double spaced. Rebuttals, whimsical pieces, and short essays should be 2-7 pages, double spaced.

Manuscripts will be acknowledged upon receipt, and a decision concerning use will be made 20 days after the date the manuscript is issued. The editor reserves the right to revise all accepted manuscripts for clarity and style. Upon publication, the author will receive two complimentary copies.





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