

2016 ADVERTISING CONTRACT

ADVERTISERS INFORMATION

FIRST-TIME ADVERTISER:

NAFSA Global Partner: Yes No
 Adviser Advocate Associate

Name of Company/Organization

Contact

Title

Street

City

State/Province

Country

Zip/Postal Code

Phone

Fax

E-mail address

AGENCY INFORMATION (IF APPLICABLE)

Name of Company/Organization

Contact

Phone

Fax

E-mail address

PAYMENT INFORMATION

Payment enclosed
 Please contact me with payment information
 (credit card and wire transfer)

Authorized Signature

Title

Date

FREQUENCY

1x 2x 3x 4x 5x 6x

ISSUES

JAN./FEB. JULY/AUG.
 MAR./APRIL JULY/AUG. (Language Supp.)
 MAR./APRIL (France Supp.) SEPT./OCT.
 MAY/JUNE (NAFSA Conference Issue) SEPT./OCT. (Enrollment Supp.)
 NOV./DEC. (Insurance Section)

AD SIZES (Refer to media planner for advertising rates and ad sizes)

Full page 1/3 page vertical
 Full page w/bleeds 1/3 page vert. w/bleeds
 1/2 page (horz. only) 1/4 page horizontal
 1/3 page island 1/4 vertical

COLOR

Four-color
 Black and White

SPECIAL POSITIONING

Inside front cover Inside back cover
 Outside back cover Other (must contact Scott Oser)

MATERIALS INSTRUCTION

Electronic files attached/enclosed
 Electronic files arriving under separate cover
 Pick up materials (please specify issue) (_____)

Gross cost of insertion	\$
Special Position Rate (15%)	\$
Global Partner discount (____%)	\$
Other discount (____%) (per NAFSA arrangement)	\$
Agency discount (____%)*	\$
TOTAL NET DUE	\$

*Combined discounts cannot exceed 35% of gross cost per insertion.

CONDITIONS + POLICIES (ON PAGE 3)

Please scan and
email contracts to:

Scott Oser
scotto@nafsa.org
Phone: 1.301.279.0468
Fax: 1.301.315.2065

Send art materials to: advertise@nafsa.org
Phone: 1.202.737.3699 ext. 2540



Association of
International Educators

International Educator Magazine
1307 New York Avenue, NW
8th Floor
Washington, DC 20005-4701 USA

ADVERTISING PRINT + DIGITAL PRICING

2016 PRINT ADVERTISING RATES			
Premium Position 4-C	1x	2-5x	6x
Cover 2*	\$4,390	\$4,049	\$3,709
Cover 3*	\$4,032	\$3,682	\$3,337
Cover 4*	\$5,049	\$4,599	\$4,067
4-Color	1x	2-5x	6x
Full Page	\$2,590	\$2,410	\$2,204
1/2 Page	\$1,999	\$1,864	\$1,745
1/3 Page	\$1,560	\$1,503	\$1,375
1/4 Page	\$1,329	\$1,236	\$1,169
B&W	1x	2-5x	6x
Full Page	\$1,972	\$1,772	\$1,576
1/2 Page	\$1,411	\$1,282	\$1,153
1/3 Page	\$969	\$901	\$769
1/4 Page	\$706	\$639	\$579

*Cover positions require four-color.

International Educator Magazine Digital Edition

International Educator's interactive digital magazine provides advertisers with an additional marketing punch that presents a wide array of opportunities to connect with our active readership.

IE's digital editions afford advertisers the unique opportunity to optimize their marketing, branding, and sales messages with animation, belly bands, blow-in cards, video, audio, and other interactive features.

An additional advantage is that the digital edition reaches readers the same day the print edition mails. For our international readership (10% of our total) this means more timely reception of your marketing materials.

All IE readers receive **both** the print and digital editions.

DIGITAL ADVERTISING RATES			
Position	1x	2-5x	6x
Digital Sponsor (appears to the left of cover 1)	\$1,900	\$1,800	\$1,500
Belly Band			
• Front Cover*	\$2,100	NA	NA
• Inside*	\$1,000	NA	NA
Ad-Jolt (animation)	\$900	N/A	N/A
Video	\$1,500	N/A	N/A
Audio	\$1,000	N/A	N/A
Digital Skyscraper (appears to the right of all spreads)	\$2,000	\$1,900	\$1,600

*Animation can be added to belly bands for an additional \$900.

Special Position Rate: add 15% to ad space rate.

Global Partner Discounts: Adviser 20%, Advocate 15%, and Associate 10%.

The **Global Partnership-Program (GPP)** is designed for organizations interested in considerable marketing exposure opportunities to NAFSA members and wider audiences in the United States and abroad. For more details, visit www.nafsa.org/gpp.

NOTES:

- ▶ Rates listed are per issue.
- ▶ Total combined discount cannot exceed 35% of gross rate.
- ▶ Each rate discount is applied after the previous discount in the following order:
 - GPP
 - Any other Special Discounts
 - Agency

Refer to the 2016 Media Planner available July, 2015.

www.nafsa.org/advertiseyr

for more information or Contact Scott Oser, Advertising Sales Representative,
Tel: 301.279.0468 • E-mail: scotto@nafsa.org

TERMS + AGREEMENTS

1. It is assumed that advertisers have read this contract and agree to its conditions without any further contract or notice.
2. **International Educator** reserves the right to review and consider rejection of any advertising.
3. The advertiser and agency assume liability for all content, including text and illustrations of advertising published.
4. All advertising copy that might be mistaken for an article, commentary, or other non advertising material must be clearly marked "advertisement." NAFSA reserves the right to so mark all ad materials.
5. **International Educator** shall be under no liability for its failure, for any cause, to insert an advertisement.
6. Charges for changes from original layout and copy will be based on current composition rates.

CONDITIONS + POLICIES

PREPAYMENT NEW ADVERTISERS

New advertisers must prepay for the first placement in **International Educator**. Please make a check payable to "NAFSA," include it with your insertion order.

COMMISSIONS AND DISCOUNTS

Standard commission of 15 percent on space, color, and position will be given to bona fide agencies when payment is received within 30 days of invoice date. No agency commission on production, mechanical, or bind-in costs. No cash discounts. Agency commission combined with any other discounts cannot exceed 35% of the gross cost per insertion.

CANCELLATION POLICY

Space cancellations must be received, in writing, prior to the space closing date. If space is cancelled after the deadline or not cancelled at all, or materials are received too late to be used, the advertiser will be charged for the insertion. If for any reason, an advertisement is cancelled after the closing date, the publisher reserves the right to repeat former ad at full rate. If the advertiser has not previously run an ad, advertiser will be charged for the cost of space reserved. Special contract schedules will not be cancelled. By signing this contract, the advertiser agrees to abide by these terms.

SHORT RATES

Advertisers will be short-rated if, within 12 months of the date of their first insertion, they do not use the amount of space they initially reserved and upon which their billings during the year were based.

Frequency rate breaks are available at the time of the earned rate only. Proper notification will be given of any rate change.

SPECIAL POSITIONING

Orders specifying special positions will be treated as requests only and will not be binding on the publisher.

AD MATERIAL POLICY

Advertising materials must conform to specifications set out in the "Preparing Files" section of the 2013 Media Planner. A \$300.00 surcharge will be added for any ad that does not meet specifications. Advertising materials will be returned upon written request. Materials are kept for 12 months after final publication and then discarded.

PAYMENT POLICY

NAFSA reserves the right not to run previously booked advertisements in the case of outstanding payments. Advertising payments are due within 30 days of publication of the issue for which advertising was booked. NAFSA will issue an invoice on the date of publication unless prior request was made. Advertising can be prepaid at any time.