Special Position Rate (15%)

**$**

Global Partner discount (\_\_\_\_%)

Contact

**$**

**$**

Other discount (\_\_\_\_%)

(per NAFSA arrangement)

Phone

**$**

Agency discount (\_\_\_\_%)\*

Fax

MATERIALS INSTRUCTION

c Electronic files attached/enclosed

E-mail address

c Electronic files arriving under separate cover

(please specify issue) (**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**)

c Pick up materials

AGENCY INFORMATION

(IF APPLICABLE)

**$**

Gross cost of insertion

Name of Company/Organization

Title

Date

*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

***International Educator* Magazine**

**1307 New York Avenue, NW**

**8th Floor**

**Washington, DC 20005-4701 USA**



15-041\_IEADVCONTRACT [9/2015]

Please keep a copy of this contract for your records.

**TOTAL NET DUE**

**$**

Fax

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

E-mail address

c Other (must contact Scott Oser)

CONDITIONS + POLICIES

PAYMENT INFORMATION

(ON PAGE 3)

c

Payment enclosed

*Please scan and*

c

Please contact me with payment information

(credit card and wire transfer)

Authorized Signature

FIRST-TIME ADVERTISER:

FREQUENCY

c 1x

c 2x

c 3x

c 4x

c 5x

c 6x

c

ADVERTISERS INFORMATION

ISSUES

c

c

NAFSA Global Partner:

Yes

No

c JAN./FEB.

c JULY/AUG.

(Language Supp.)

c MAR./APRIL

c JULY/AUG.

c

**2016 ADVERTISING CONTRACT**



c Full page w/bleeds

c 1/3 page vert. w/bleeds

Title

(horz. only)

c 1/2 page

c 1/4 page horizontal

c 1/3 page island

c 1/4 vertical

Street

COLOR

c 1/3 page vertical

c Four-color

City

State/Province

c Black and White

Country

Zip/Postal Code

SPECIAL POSITIONING

c Inside front cover

c Inside back cover

Phone

c Outside back cover

c

c

Adviser

Advocate

Associate

(France Supp.)

c MAR./APRIL

c SEPT./OCT.

(NAFSA

(Enrollment Supp.)

c MAY/JUNE

c SEPT./OCT.

Conference Issue)

(Insurance Section)

c NOV./DEC.

Name of Company/Organization

AD SIZES

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

Contact

c Full page

**2-5x**

an additional marketing punch that presents a wide array of opportunities to

$1,500

$1,800

$1,900

(appears to the

*International Educator’s* interactive digital magazine provides advertisers with

Digital Sponsor

**6x**

left of cover 1)

**1x**

**Position**

**Digital Edition**

**DIGITAL ADVERTISING RATES**

***International Educator* Magazine**

Belly Band

• Inside\*

cards, video, audio, and other interactive features.

marketing, branding, and sales messages with animation, belly bands, blow-in

• Front Cover\*

NA

NA

$2,100

*IE’s* digital editions afford advertisers the unique opportunity to optimize their

connect with our active readership.



\*Cover positions require four-color.

$579

$639

$706

1/4 Page

Agency

u

$1,000



of all spreads)

$1,600

$1,900

$2,000

Tel: 301.279.0468 • E-mail: scotto@nafsa.org

for more information or Contact Scott Oser, Advertising Sales Representative,

www.nafsa.org/advertiseyr

Refer to the 2016 Media Planner available July, 2015.

15-041\_IEADVCONTRACT [9/2015]

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

(appears to the right

N/A

Video

this means more timely reception of your marketing materials.

(animation)

day the print edition mails. For our international readership (10% of our total)

N/A

$1,500

$900

Ad-Jolt

An additional advantage is that the digital edition reaches readers the same

NA

NA

Digital Skyscraper

N/A

N/A

$1,000

Audio

Discounts

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

N/A

N/A

ties to NAFSA members and wider audiences

considerable marketing exposure opportuni-

$4,067

$4,599

$5,049

Cover 4\*

**4-Color**

designed for organizations interested in

The Global Partnership- Program (GPP) is

$3,337

$3,682

$4,032

$2,204

$2,410

$2,590

Full Page

details, visit www.nafsa.org/gpp.

Cover 3\*

in the United States and abroad. For more

**6x**

**2-5x**

**1x**

**Special Position Rate:** add

**6x**

**2-5x**

**1x**

**Premium Position 4-C**

15% to ad space rate.

**2016 PRINT ADVERTISING RATES**

**Global Partner Discounts:**

**ADVERTISING PRINT + DIGITAL PRICING**

2 0 1 6

**EDUCATOR**

nal

nternati

o

I

$4,049

Adviser 20%, Advocate 15%, and Associate 10%.

$3,709

$4,390

Cover 2\*

order:

$1,576

$1,772

$1,972

Full Page

the previous discount in the following

**6x**

**2-5x**

**1x**

**B&W**

Each rate discount is applied after

k

u

$769

$901

$969

1/3 Page

Any other Special

u

GPP

$1,153

$1,282

$1,411

1/2 Page

1/3 Page

Rates listed are per issue.

$1,560

k

$1,745

$1,864

$1,999

1/2 Page

**NOTES:**

exceed 35% of gross rate.

$1,169

$1,236

$1,329

1/4 Page

Total combined discount cannot

k

$1,375

$1,503

SPECIAL POSITIONING

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.

other discounts cannot exceed 35% of the gross cost per insertion.

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.

15-041\_IEADVCONTRACT [9/2015]

***International Educator*** shall be under no liability for its failure, for any cause, to insert an advertisement.

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.

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