



# INTERNATIONAL SCHOOLS SERVICES

Making a world of difference



ADVERTISING  
INFORMATION

 InternationalSchoolsServices

 @ISSCommunity

#issedu

[www.ISS.edu](http://www.ISS.edu)

**We're going digital!**

Beginning Fall 2017, NewsLinks will be published exclusively as a digital magazine. Our digital magazine will be sent electronically to more than 30,000 educators around the world, increasing the reach of your ad. Each new issue of Newslinks will be promoted prominently on the home page of ISS and your ad can link directly to your website, driving traffic to any page you request.

ISS will also begin to publish an electronic monthly news digest (8+ times a year), which will also include a link driving readers to our digital versions. **All ads will now be full color.**

**Fall 2017**

**Ad Agreement Due:**  
October 5, 2017

**Ad Materials Due:**  
October 12, 2017

**Distribution:** October 2017

**Winter 2018**

**Ad Agreement Due:**  
December 1, 2017

**Ad Materials Due:**  
December 8, 2017

**Distribution:** January 2018

**Spring 2018**

**Ad Agreement Due:**  
March 14, 2018

**Ad Materials Due:**  
March 21, 2018

**Distribution:** April 2018

**Ad Rates**

	<b>1 issue</b>	<b>2 issues</b>	<b>3 issues</b>
Back Cover	\$4,100	\$7,000	\$8,400
Inside Cover (Front/Back)	\$3,800	\$6,500	\$7,800
Full Page, Standard	\$3,300	\$5,600	\$6,800
1/2 Page Horizontal/Vertical	\$2,600	\$4,300	\$5,100
1/3 Page Horizontal/Vertical	\$2,000	\$3,400	\$4,100
1/4 Page Horizontal/Vertical	\$1,700	\$2,500	\$3,300
1/8 Page Horizontal/Vertical	\$1,200	\$2,100	\$2,600

**Ad Dimensions**

Back or Inside Cover	10"W x 14"H
Full Page	10"W x 14"H
1/2 Page Horizontal	10" W x 6.833" H
1/3 Page Horizontal	10" W x 4.5" H
1/4 Page Horizontal	10" W x 3.275" H
1/8 Page Horizontal	4.917" W x 3.375" H
1/2 Page Vertical	4.917" W x 14" H
1/3 Page Vertical	7.458" W x 7.66" H
1/4 Page Vertical	4.917" W x 6.775" H
1/8 Page Vertical	2.375" W x 6.775" H

**Technical Information**

**All ads are full color**

- PDF or JPEG
- 200 dpi minimum
- RGB

**GETTING STARTED**

Complete an advertising agreement

Submit your ad to ISS: [advertising@iss.edu](mailto:advertising@iss.edu)

**Does your school have a membership agreement with ISS?**

If so, please contact ISS ([advertising@iss.edu](mailto:advertising@iss.edu)) to discuss a reduced advertising rate.

**Are you interested in advertising in multiple publications?**

ISS can customize an advertising package to meet your unique needs. Contact Loredana Lipari, ISS Advertising Coordinator, for more information: [advertising@iss.edu](mailto:advertising@iss.edu)

# ADVERTISING AGREEMENT

## NewsLinks 2017/2018



DATE \_\_\_\_\_

BILLING INFORMATION (IF DIFFERENT)

COMPANY \_\_\_\_\_

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL \_\_\_\_\_

TEL \_\_\_\_\_

EMAIL \_\_\_\_\_

EMAIL \_\_\_\_\_

### NewsLinks Advertising 2017/18

Ad Size	Orientation		Select Issue(s)			Ad Cost Per Issue	Number of Issues	Total Ad Cost
	Horizontal	Vertical	Fall	Winter	Spring			
Back Cover								
Inside Cover								
Full Page								
1/2 Page								
1/3 Page								
1/4 Page								
1/8 Page								
<b>Total NewsLinks</b>								

Destination Link: \_\_\_\_\_

**AGREEMENT:** This agreement may be cancelled in writing within 30 days of issue date. Print advertising invoices are due and payable within 30 days of invoice date. Internet ads must be paid in full and in advance. No alternation or modification of this agreement shall be valid unless in writing and signed by both the Buyer and Seller. Position requests are governed by ISS policy and will be honored whenever possible. In the event of failing to supply ad copy, Seller may, at its option accelerate this agreement and declare all sums immediately due and payable. And/or the Seller may, at its discretion print the Buyer's most recent previously run advertisement.

### SIGN HERE

\_\_\_\_\_  
AUTHORIZED CLIENT SIGNATURE

\_\_\_\_\_  
DATE

Return Completed Agreement to: [advertising@iss.edu](mailto:advertising@iss.edu)



Place an ad in our annual Winter School Supply Supplement and reach schools before they begin purchasing for the upcoming school year. The School Supply Supplement is a great way to directly reach schools to promote your products or programs.

### Ad Locations

- Front Cover, Vertical
- Back Cover
- Inside, spread on facing pages (2 ads)
- Inside, full page
- Inside, half page horizontal ad

### Ad Information

- All ads are full color

	DIMENSIONS	RATE
Front Cover	4.92" W x 9.4" H	\$1,600
Back Cover	10" W x 14" H	\$1,200
Full Page Spread	<i>Each Ad:</i> 10" W x 14" H	\$1,450
Full Page	10" W x 14" H	\$900
Half Page	10" W X 6.833" H	\$600

### QUESTIONS

Contact Loredana Lipari,  
ISS Advertising Coordinator  
[advertising@iss.edu](mailto:advertising@iss.edu)

### Technical Information

- High resolution PDF or JPEG
- 300 dpi minimum
- CMYK

### Important Dates

- Ad Agreement Due: September 8, 2017
- Ad Materials Due: September 22, 2017
- Distribution: October 2017

### GETTING STARTED

- 1) Complete an advertising agreement
- 2) Submit your ad to ISS: [advertising@iss.edu](mailto:advertising@iss.edu)

# ADVERTISING AGREEMENT

## School Supply Supplement 2017



DATE _____	BILLING INFORMATION (IF DIFFERENT)
COMPANY _____	COMPANY _____
NAME _____	NAME _____
ADDRESS _____	ADDRESS _____
_____	_____
TEL _____	TEL _____
EMAIL _____	EMAIL _____

School Supply Supplement Advertising 2017		
Select	Ad Size	Ad Cost
	Front Cover	\$1,600
	Two Page Spread (Facing Pages)	\$1,450
	Full Page, Standard	\$900
	Half Page Horizontal	\$600
<b>Total School Supply Supplement</b>		

**AGREEMENT:** This agreement may be cancelled in writing within 30 days of issue date. Print advertising invoices are due and payable within 30 days of invoice date. Internet ads must be paid in full and in advance. No alternation or modification of this agreement shall be valid unless in writing and signed by both the Buyer and Seller. Position requests are governed by ISS policy and will be honored whenever possible. In the event of failing to supply ad copy, Seller may, at its option accelerate this agreement and declare all sums immediately due and payable. And/or the Seller may, at its discretion print the Buyer's most recent previously run advertisement.

### SIGN HERE

_____	_____
AUTHORIZED CLIENT SIGNATURE	DATE

Return Completed Agreement to: [advertising@iss.edu](mailto:advertising@iss.edu)