

2019

# NAFSA International EDUCATOR

## MEDIA PLANNER

Includes *NAFSA.news* and NAFSA 2019 Annual Conference & Expo publications

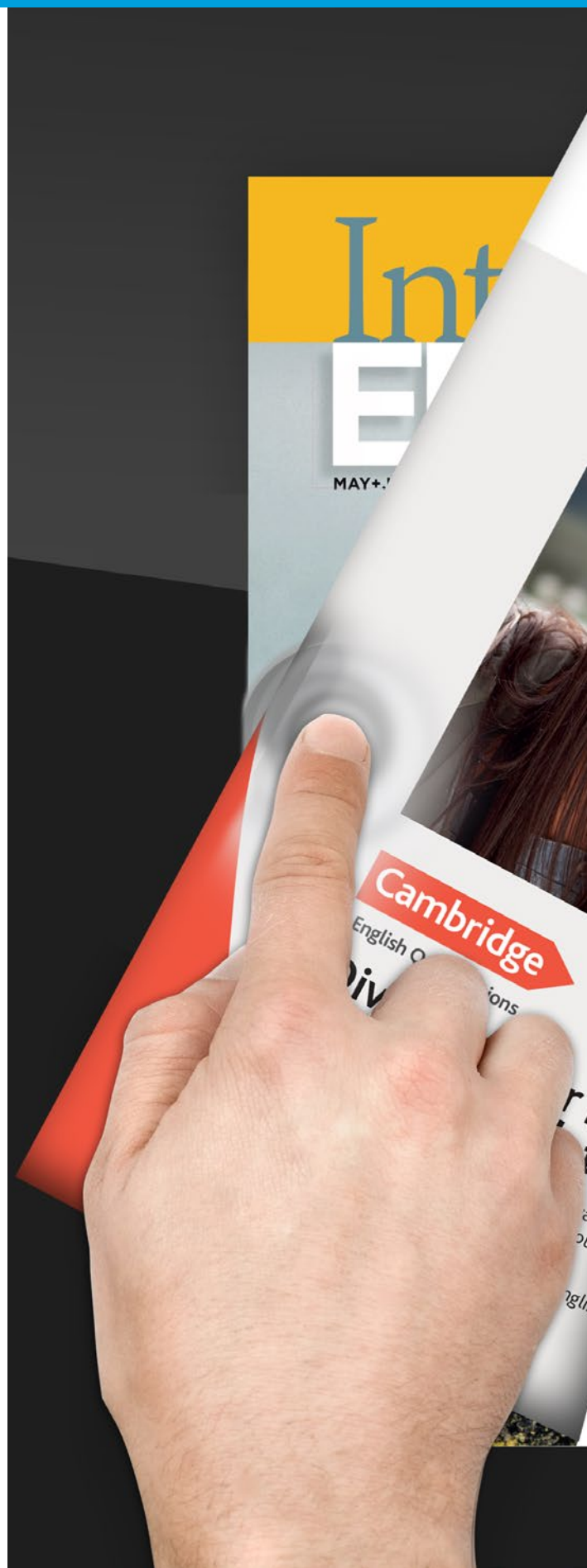
## Connect and Engage

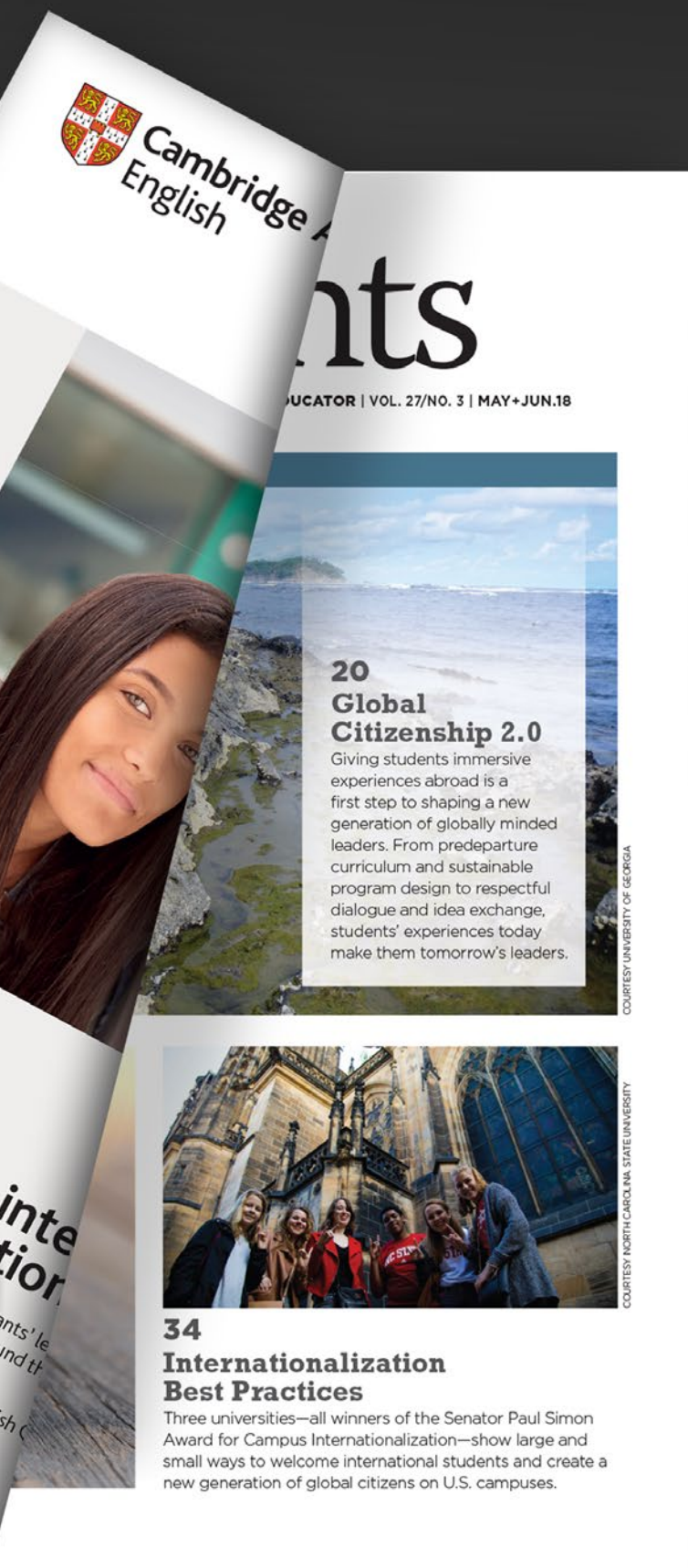
Reaching the largest and most  
influential readership in the field

THE GREATEST REACH AT THE LOWEST COST!

## REACH A CIRCULATION THAT'S **100% PAID!**

Connect with an average paid circulation of more than 10,000 in 11 U.S. regions and abroad—by far the largest circulation in the field. With a pass-along readership of 2.2 additional readers per copy, *International Educator* extends your reach to **35,000+** active professionals across the United States, Canada, and 150 other countries.





## CONTENTS

About <i>International Educator</i> . . . . .	4
Editorial Calendar . . . . .	6
Build Your Brand . . . . .	8
Advertising Rates . . . . .	10
Advertising Sizes . . . . .	11
Submission Guidelines . . . . .	12
NAFSA.news . . . . .	15
NAFSA 2019 Annual Conference & Expo Publications . . . . .	16
Conditions and Policies . . . . .	18

## ADVERTISING SALES REPRESENTATIVE

Sue Partyke

Tel: 1.540.374.9100

Fax: 1.540.374.9265

Email: [suep@nafsa.org](mailto:suep@nafsa.org)



1307 New York Avenue, NW, 8th Floor  
Washington, DC, 20005-4715  
[www.nafsa.org](http://www.nafsa.org)

## About *International Educator*

*International Educator* (IE) is the print and digital flagship publication of NAFSA: Association of International Educators.

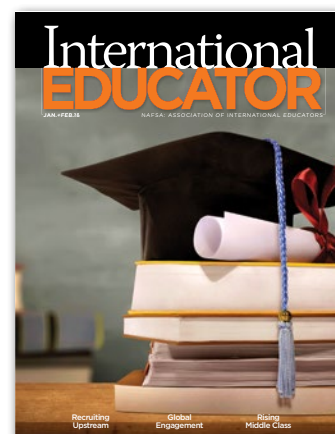
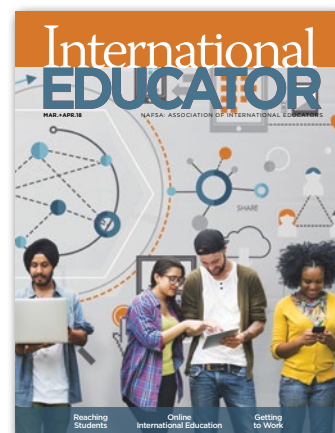
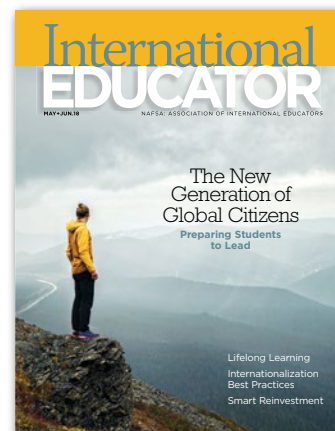
As the leading international professional association in the field, NAFSA promotes international education and the exchange of students and scholars to and from the United States. With nearly 10,000 members in 11 U.S. regions and abroad, NAFSA advances the international education agenda through advocacy, communication, community, and professional development. In its print and digital formats, *IE* has exclusive reach to all NAFSA members and subscribers as well as a wide range of other key individuals in the field, including pivotal decisionmakers and forward-thinking practitioners.

### An Award-Winning Publication

*International Educator* has received multiple awards from the judges of both the APEX publications awards and the Association Media & Publishing EXCEL awards. Feature articles have been lauded with numerous citations, including two “Grand Awards.” *IE* has received three awards for design excellence and four accolades for overall excellence. Ninety-three percent of *IE* readers rate the quality of the writing as good/excellent, and an equal number rate the credibility of the magazine at the same high level. The magazine’s design is rated a robust 94 percent good/excellent score.\*

### As an Advertiser

*IE* offers you the opportunity to associate your organization or institution with the most read and most respected periodical in the field of international education.



\*These ratings are from a readership study conducted by Stratton Publishing and Marketing Inc.





**ELS**  
Your Partner in Internationalization  
AUSTRALIA | CANADA | INDIA | MALAYSIA | USA

Worldwide Reach. Local Impact.  
Qualified University Students.

ELS is the industry leader in internationalization. We deliver an **integrated approach** to academic preparation to thousands of students each year. With **over 55 years of experience** in international student success, ELS delivers a comprehensive range of solutions tailored to suit your **internationalization** objectives.

- ELS International Pathway Center – a pathway for undergraduate and graduate students
- ELS intensive English program on your campus
- ELS Global Recruitment Services Alliance
- ELS University Conditional Admission Network

**CONNECT WITH US**

We are here to assist you in your internationalization goals.

InternationalStudentRecruitment.org  
InternationalStudentRecruitment@ELS.edu  
1.609.759.5525

© Copyright 2018 ELS Educational Services, Inc. – a Berlitz company.

## Increase Visibility

Increase the visibility of your ad with special positioning on three of *IE*'s four covers, including gatefold options. See the ad rates table on page 10 for more details.

## DEPARTMENTS & COLUMNS

### FROM THE DESK OF NAFSA'S CEO

A letter to readers from Esther Brimmer, DPhil.

### IN BRIEF

News, reports, and updates from around the globe.

### GLOBAL SPOTLIGHT

Fast facts about a particular country's current role in international education.

### QUICK QUESTIONS

Interviews with leaders who make significant contributions to higher education.

### STANDING COLUMNS:

- Education Abroad
- International Student Affairs
- International Enrollment
- International Education Leadership

### FORUM

Opinion essays on hot topics in international education.

### IN FOCUS

Reader-submitted photos from the field.



## EDITORIAL CALENDAR

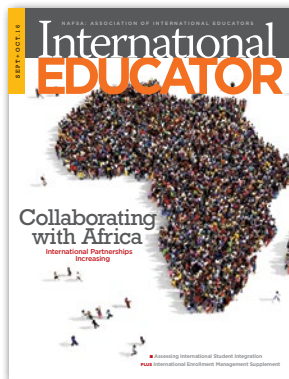
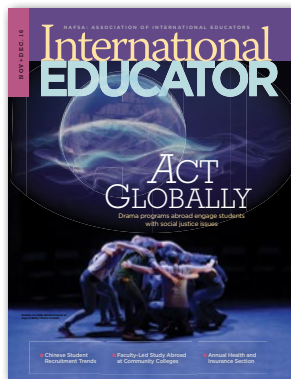
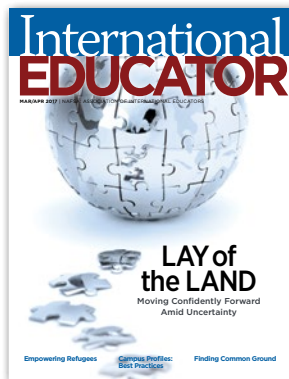
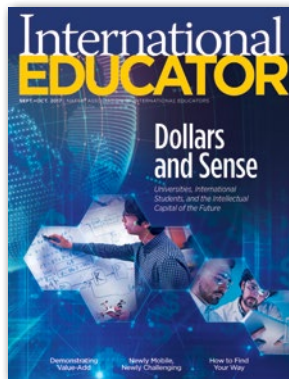
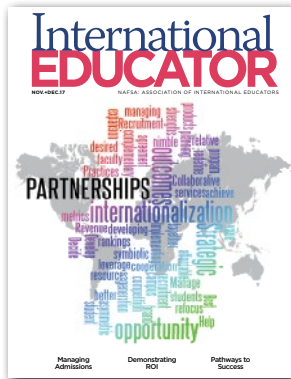
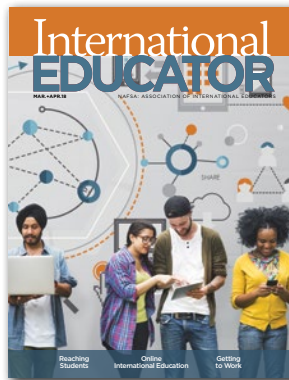
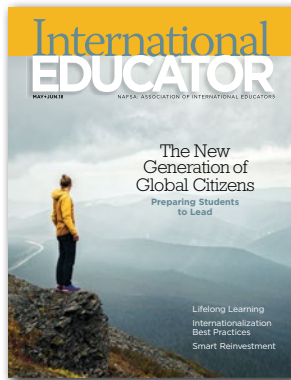
ISSUE	PLANNED EDITORIAL*	DEADLINES	BONUS DISTRIBUTION
JAN/FEB	<b>What's Next?</b> <ul style="list-style-type: none"> <li>• New Trends</li> <li>• Global Updates: Middle Class Rising</li> </ul>	Space <b>10.31.18</b>	
		Artwork <b>11.06.18</b>	
MAR/APR	<b>Technology</b> <ul style="list-style-type: none"> <li>• Mobile Learning</li> <li>• Balancing Imperatives</li> </ul>	Space <b>01.08.19</b>	
		Artwork <b>01.16.19</b>	
MAY/JUN	<b>How to Create a Global Citizen</b> <ul style="list-style-type: none"> <li>• Internationalization Best Practices</li> <li>• Practical Strategies for Intercultural Diversity</li> </ul>	Space <b>02.26.19</b>	NAFSA Annual Conference
		Artwork <b>03.05.19</b>	
JUL/AUG	<b>The Money Issue</b> <ul style="list-style-type: none"> <li>• Maximizing Affordability</li> <li>• Leveraging Partnerships</li> </ul>	Space <b>04.23.19</b>	European Association of International Education Annual Conference
		Artwork <b>04.30.19</b>	
SEPT/OCT	<b>Recruiting</b> <ul style="list-style-type: none"> <li>• Best Practices for Emerging Markets</li> <li>• Solutions for Building Momentum and Retention</li> </ul>	Space <b>06.21.19</b>	11 NAFSA Regional Conferences
		Artwork <b>06.28.19</b>	
NOV/DEC	<b>The Value Proposition of International Education</b> <ul style="list-style-type: none"> <li>• Highlighting Outcomes</li> <li>• Innovation and Globalization</li> </ul>	Space <b>08.23.19</b>	
		Artwork <b>09.03.19</b>	

\*Editorial is subject to change without notice.

*International Educator* is widely distributed at key international education events including the NAFSA Annual Conference & Expo, all 11 NAFSA regional conferences, EAIE, and more. A full distribution list can be found on NAFSA's website.

“*International Educator* is both a source and a voice for all NAFSA members. ELS is committed to supporting this vital source of news and communications to inform and educate us all on trends and issues in international education.”

—Mark W. Harris, L.H.D.,  
President, Global Education Consulting.  
NAFSA member for more than 20 years,  
advertiser, and Global Partner



## ADVERTISING SALES REPRESENTATIVE

Sue Partyke

Tel: 1.540.374.9100

Fax: 1.540.374.9265

Email: [suep@nafsa.org](mailto:suep@nafsa.org)

## Build Your Brand In a Powerfully Focused Market

**INTERNATIONAL EDUCATOR (IE) MAGAZINE** gives you the best opportunity to extend your reach and get your share of the multibillion-dollar international education and exchange market. Build your brand, position new products, motivate prospects to act, or drive traffic to your website by gaining more targeted exposure to pivotal decisionmakers and forward-thinking practitioners in the field.

*IE* delivers quality content that readers can't find anywhere else. Relevant, timely, and resonating coverage includes:

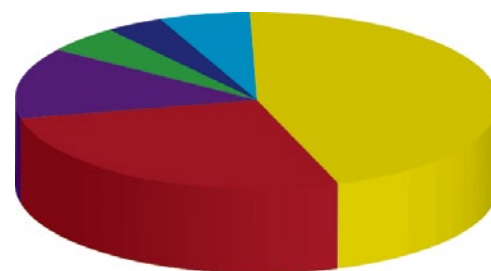
- ▶ Latest developments in advancing international education
- ▶ Trends in higher education in countries around the world
- ▶ Interviews with prominent international leaders
- ▶ Practical how-to advice on education abroad, international student advising, international student recruitment, and internationalization
- ▶ In-depth feature articles
- ▶ Thought-provoking regular columns and departments

### Readership: Quality and Quantity!

*IE* delivers the highest-quality readership in international education, including:

- ▶ Senior international officers
- ▶ International office directors
- ▶ Education abroad directors
- ▶ International student/scholar and education abroad advisers
- ▶ Admissions, credential evaluation, and recruitment officers
- ▶ Administrators and teachers of intensive language programs
- ▶ University and college presidents, chancellors, provosts, and deans

#### PRIMARY JOB TITLE



- Frontline Professional **45%**
- Lead at Least One International Education Department **27%**
- President/CEO/Senior Campus Position **13%**
- Support to Professionals **5%**
- Faculty **4%**
- Other **6%**



## Outstanding Circulation

With the largest circulation and greatest frequency of any publication focused exclusively on international education, *International Educator* reaches more than 10,000 readers and is published in print and digital format six times per year. More circulation and more issues per year keep you in front of the professionals you want to reach.

On average, each print copy of *International Educator* is passed along to **a median of 2.2 additional** readers, giving the publication an expanded reach beyond the stated circulation.

## Typical *IE* Reader

*IE* reaches the key readers who can greatly impact your success:

- ▶ Nearly 90% of senior international officers surveyed indicated they read *International Educator* regularly. Senior international officers control the budgetary decisions critical to *IE* advertisers.
- ▶ 42% of *International Educator's* readers hold senior campus leadership positions.
- ▶ 52% have at least 10 years of experience in the field.
- ▶ More than 78% have at least five years of experience in the field.

### *International Educator* Readers Take Action on Advertising

#### **33% of readers**

say they recently took action as a direct result of seeing an ad in *IE*.

#### **46% of readers**

visit an advertiser's website after reading *IE*.

## PRINT ADVERTISING RATES

Premium Position 4-C	1x	2-5x	6x
Cover 2 Gatefold	\$12,000	\$10,800	\$9,720
Cover 2*	\$4,479	\$4,130	\$3,783
Cover 3*	\$4,112	\$3,755	\$3,403
Cover 4*	\$5,150	\$4,690	\$4,148
Page 1	\$3,300	\$3,075	\$2,810
Page 3	\$3,300	\$3,075	\$2,810
Page 5—Opposite TOC	\$3,170	\$2,950	\$2,700
Page 7—Opposite TOC	\$3,170	\$2,950	\$2,700
4-Color	1x	2-5x	6x
Full Page	\$2,642	\$2,459	\$2,248
1/2 Page	\$2,039	\$1,900	\$1,780
1/3 Page	\$1,592	\$1,533	\$1,402
1/4 Page	\$1,355	\$1,260	\$1,192
B&W	1x	2-5x	6x
Full Page	\$2,010	\$1,843	\$1,607
1/2 Page	\$1,439	\$1,308	\$1,176
1/3 Page	\$988	\$919	\$784
1/4 Page	\$720	\$652	\$590

\*Cover positions require four-color.

## International Educator Digital Edition

*International Educator's* digital edition provides advertisers with an added marketing reach that presents a wide array of opportunities to connect with *IE's* active online readership.

*IE's* digital editions afford advertisers the opportunity to optimize their marketing, branding, and sales messages with animation, belly bands, blow-in cards, video, audio, and other interactive features. Reaching readers on the same day the print edition mails, *IE* digital provides timelier showcase of ads for NAFSA's international readership (10 percent of total readership).

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

**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](http://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

## DIGITAL ADVERTISING RATES

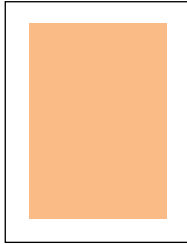
Position	1x	2-5x	6x
Digital Sponsor (appears to the left of cover 1)	\$1,900	\$1,800	\$1,500
Belly Band			
• Front Cover*	\$2,100	\$1,925	\$1,700
• Inside*	\$1,000	\$950	\$800
Ad-Jolt (animation)	\$1,200	\$1,050	\$900
Video**	\$1,500	\$1,275	\$1,000
Audio**	\$1,500	\$1,275	\$1,000
Digital Skyscraper (appears to the right of all spreads)	\$2,000	\$1,775	\$1,600

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

\*\*Requires display ad.

## ADVERTISEMENT SIZES

**PUBLICATION DIMENSIONS** 8.375" x 10.875"

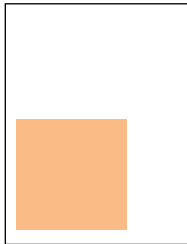


### FULL PAGE

7.375" x 9.625"

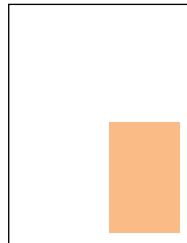
### FULL PAGE (BLEED)

Trim: 8.375" x 10.875"  
With Bleed: 8.625" x 11.125"



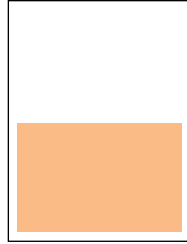
### 1/3 PAGE ISLAND

4.75" x 4.75"



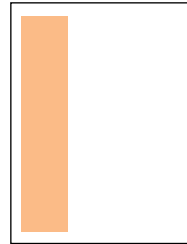
### 1/4 PAGE VERTICAL

3.5" x 4.75"



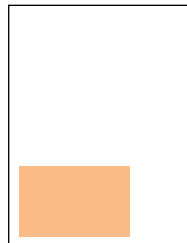
### 1/2 PAGE HORIZONTAL

7.375" x 4.75"



### 1/3 PAGE VERTICAL

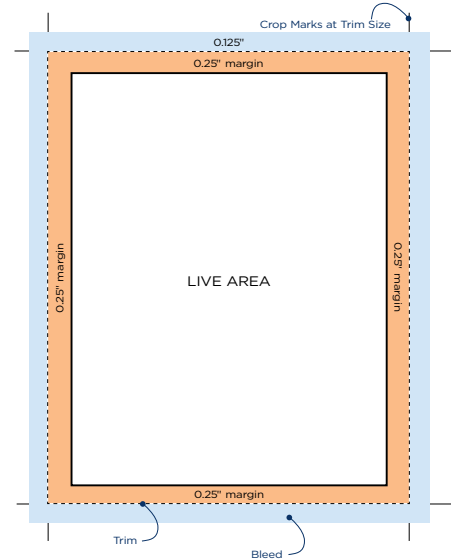
2.5" x 9.625"



### 1/4 PAGE HORIZONTAL

4.75" x 3.5"

## TRIM VS. BLEED SIZE



**Trim:** Final size of a printed page.

**Bleed:** The extra portion of an image or page that extends beyond the crop or trim edge to allow images to extend to the edge without a white margin. NAFSA bleed allowance is 0.125".

**Crop or Trim Marks:** Thin lines at the corners of an image or page to indicate the crop or trim edge.

**Live Area:** The area within a 0.25" margin on all sides of a page that is deemed safe from cropping. All text should fall within the live area unless cropping is intentional. The typical margin for NAFSA publications is 0.25".

## GET EVEN MORE EXPOSURE IN /E!

### Tip-ins, belly bands, special inserts, and more!

Contact NAFSA's advertising representative, Sue Partyke: 1.540.374.9100, [suep@nafsa.org](mailto:suep@nafsa.org), for more information on these and other opportunities.

- ▶ Preprinted inserts (tip-ins) may be no larger than 8.125" x 10.875" and no more than four pages.
- ▶ Polybag insert dimensions may not exceed 8.375" x 10.875" and must be reviewed by NAFSA prior to acceptance for inclusion in the mailing polybag.
- ▶ Belly bands and other special items will be considered on an individual basis. Special digital advertising opportunities are also available (see page 10).

## Print Ad File Submission Guidelines

Advertisements for the print edition must be submitted as electronic files via NAFSA's *International Educator* Dropbox site or, alternatively, on disk. Please refer to pages 10 and 11 for advertising rates and sizes.

### Press Optimized or PDF-X-1A PDFs Are Required

If an ad is intended to bleed, crop marks must be applied with an offset of 0.25" and a minimum of 0.125" bleed beyond the trim is required. Refer to page 11 (top right) for the TRIM VS. BLEED SIZE explanation.

- ▶ All RGB and Pantone colors must be converted to CMYK.
- ▶ Final ad must be in the exact dimensions to be printed.
- ▶ If sending more than one ad, each ad should be submitted as a separate file.
- ▶ No camera-ready art, JPEG, PNG, or GIF files will be accepted.
- ▶ All files must be compressed using Stuffit or ZIP.

### Dropbox Upload Information

#### Preferred Method

**DROPBOX:** To upload files to our Dropbox site, please contact [advertise@nafsa.org](mailto:advertise@nafsa.org) for details and log-in information.

#### Alternate Method

**CD/DVD:** Materials may be submitted on disc via mail, courier, or package delivery service. Materials will not be returned unless requested in writing with the submission. Send complete materials to:

*International Educator*  
NAFSA  
Advertising Traffic Coordinator  
1307 New York Ave NW, 8th Floor  
Washington, DC 20005-4701

### Proofs

A digital color proof is required for four-color ads. *IE* is not responsible for color inconsistency if color proof is not provided.

**NOTE:** NAFSA reserves the right to return submissions that are incompatible with these specifications or do not contain all necessary elements. Any cost to the publisher resulting from problems with supplied materials will be billed to the advertiser or agency at cost.





## Digital Ad File Submission Guidelines

### Proper PDF Format

- ▶ Electronic files must be in PDF format. If documents are currently in PostScript files, convert to PDF format using Acrobat Distiller 4.0 (or greater) with all fonts embedded (text and image PDF). Flash (SWF) files are also accepted. NAFSA cannot accept SWF files created in SWiSH, only Flash. Any SWF files should be accompanied by the FLA file from which they were created. SWF files must be version 9 or 10 using Actionscript 3.
- ▶ Preferred output resolution of the PDFs is 150 dpi, print-ready quality.
- ▶ Supply the PDF compiled as single pages; if not compiled, page numbers must be indicated on file name.
- ▶ Pages should be cropped to trim. If they cannot be cropped, crop marks must be at the same location on each page.
- ▶ All pages need to be the same width and height (except for special pages such as gatefolds, belly bands, etc).
- ▶ Any gatefolds, cover wraps, bind-ins, or belly bands must be clearly indicated.
- ▶ Convert any ligatures into their proper letters before sending files.
- ▶ PDF files must not use overprint.
- ▶ Please note that we cannot use PDF/X standard files.
- ▶ When embedding links within the PDF using the Link Tool in Acrobat, make sure the Link Type is set to “Invisible Rectangle” and the Highlight style is set to “None.”
- ▶ Do not embed animations, buttons, forms, video, or any other interactive media within the source PDF. Everything should be static and graphical.
- ▶ If Acrobat 10 is used to create the PDF files, please be sure to down save the PDF so that it is compatible with Acrobat 9 or earlier.

## Rich Media/Advertiser Specifications

### Advertisers' Area Sizes

NAFSA encourages its clients to adhere to the following sizes to promote a uniform look issue to issue. These sizes correspond to IAB specs for easy transition from website to the *International Educator* digital edition. These sizes are flexible on a case-by-case basis:

- ▶ IAB Skyscrapers right/left = 120 pixels wide X 600 pixels high
- ▶ IAB Full Banners top/bottom = 468 pixels wide X 60 pixels high
- ▶ Sponsorship page left of cover = 550 pixels wide X 480 pixels high (IAB Large Pop-Up Size)

## Audio Files

- ▶ Please send audio files in .mp3 format.
- ▶ .mp3 files should be set at a sample rate of 11kHz, 22kHz, 44kHz, or 96kHz.

## Video Files

- ▶ Send Video files as an .flv or .avi file. NAFSA also accepts Windows Media Player, Real Video, or QuickTime formats.
- ▶ The preferred video codec is H.264.
- ▶ When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codec for QuickTime is AAC.
- ▶ When sending .avi files, avoid using the Intel Indeo video codec.
- ▶ You can stream YouTube videos as well. Please supply the URL to us using the following structure: [http://www.youtube.com/v/video\\_id](http://www.youtube.com/v/video_id), where video\_ID is the ID that YouTube assigns to a video they host.
- ▶ NAFSA recommends staying in the range of 500 pixels wide as a minimum. You can use any aspect ratio.

ability of other students to ask for a Visa Long Séjour (Prolonged Visa) would be speeded up and the reason for refusing to deliver such a visa would have to be explained. A third visa that would allow students to go back and forth from their countries of origin also would be created.

**Expanding French Higher Education Institutions' Reach**  
Higher education options for international students in France include 73 public universities, 230 Grandes Écoles, former elite schools, and master's and master's degree combined over a five-year period, and various specialized schools of business management, engineering, and art, design, and architecture.

France is a relative newcomer to a centralized strategy to foster international student recruiting, with such efforts commencing only in 1998. Campus France itself is a relatively recent development that reflects the consolidation of two previously independent organizations in May 2012, one doing marketing and another, older one administering grants and scholarships. Campus France now employs 230 individuals in France and 300 in local offices abroad and maintains 235 offices in 121 countries. In July 2015 Campus France director general Antoine Grassin was replaced by Béatrice Khalil. Since April 2014 Khalil had served as vice general director of Campus France and earlier participated in the creation of Eduliance, directing it from 2000 to 2006 and from 2009 to 2012.

## France's COMUES

**O**N FEBRUARY 10, 2016, in furthering internationalization, the COMUES (Association of Universities and Higher Education Institutions) made of universities, Grandes Écoles (elite schools), and research organizations designed to pool resources of those institutions to build major centers of higher education, research, and innovation.

Initiated by the creation of the PRES (Poles of Research and Higher Education) in 2006, the government-led effort directs all French universities (around 70) and hundreds of Grandes Écoles to work together for the creation of 26 COMUES, since the 2013 Foray Law for Higher Education and Research.

The aim of these clusters is to allow higher education institutions to better collaborate on many topics: international strategy, joint delivery of master's degrees and PhDs, and welcoming students. The other objective is to create larger universities in order to form sufficient critical mass to compete with top world universities and improve their position in the international rankings.

Thierry Valentin, Campus France deputy executive director, says the COMUES allow French higher education institutions in the same region or adjacent regions with the same views of international mobility to share resources to facilitate international mobility.

As an example, the Paris Saclay COMUE located at the southwest of Paris aims to integrate and enter the top 10 rankings of the Shanghai

## What are the Grandes Écoles?

Grandes Écoles, literally in French "great schools," meaning "elite schools" of France, are higher education establishments outside the main framework of the French university system. Most were established by franchises of the state, the best of all: École Polytechnique, during the French Revolution. The grandes Écoles select students for admission based chiefly on national ranking in competitive written and oral exams, while French public universities have a legal obligation to accept all candidates of the region who hold a corresponding baccalauréat.



For Olivier Chiche-Portiche, director of the Marketing and Mobility Department for Campus France, Campus France has been working in Asia and Latin America as top priority destinations for many years but it's true that we are now back to our traditional markets launching ambitious communication campaigns in Africa and Maghreb and operating prospective activities in non-French speaking African countries (Nigeria, Angola, Ethiopia, Kenya...) and to central Asian new promising destinations.

He notes that Campus France recently developed a specific communication campaign for Asia as part of an "Asian Attractivity Plan" requested by President François Hollande. In 2014-15, the top origin markets for international students were Morocco (35,199), China (29,209), Algeria (21,279), Tunisia (11,573), and Italy (10,353), according to French government sources.

In January 2015 France and U.S. higher education institutions announced an initiative that aims to double the number of U.S. students going to France and the number of French students coming to the United States by 2025. Named the "Transatlantic Friendship and Mobility Initiative," this process is supported by the French Embassy in the USA and higher education institutions in the United States and the French government and Campus France in France. To support this initiative, a large French-American conference will take place March 7-8, 2016, in Paris. The meeting will investigate topics that include (1) diversifying students' mobility, (2) improving the welcoming of students, (3) developing mutual recognition of diplomas between the two countries, and (4) increasing access to internships in each

country. Academic cooperation being a top priority for the French Embassy in the United States, a number of measures are taken such as scholarships to PhD students (Chateaubriand program), animation of undergraduates students (Benjamin Franklin program), animation of centers of excellence in Great American University campus, the development of French initiatives on campus (France Campus Price, Lafayette debates) and finally the launch of the French Alumni platform USA scheduled in September 2016.

The recruitment possibility and needs of Africa will be highlighted during the next "Rencontres Campus France" scheduled at the end of 2016. In 2016, 50 universities in Africa will be invited to join the event, which is organized on a regular basis by Campus France, and allows representatives of Campus France abroad to meet with 150 French higher education institutions.

A large share of international students who come to France are from countries that are former French colonies—especially countries in Africa. In many such countries, French is widely spoken and their national secondary school systems have been modeling after the French public system, and, more recently, the European design of three cycles (bachelor, master's, and doctorate), resulting in a seamless transition for such students when they matriculate into French higher education institutions as international students. Many also are eligible for grants from the French government related to ties to the former colonies.

France has worked to diversify its base of international students in recent years. Some higher education experts state that a challenge to diversifying France's international

# Benefit From Frequent Exposure

## NAFSA.news, WEEKLY EMAIL NEWSLETTER

There's no better way to make an impact on nearly 10,000 members weekly than by sponsoring *NAFSA.news*, the association's channel for direct email communication to its members.

### NAFSA.news Specifications

Sponsor will receive acknowledgment in *NAFSA.news*, a live link to the sponsor's site, and a brief description and the sponsor's company logo will be displayed.

#### Sponsor Description:

35 words or fewer

#### Logo Dimensions:

120 pixels wide x 128 pixels high

#### Image File Format:

GIF, JPEG, or PNG. 20k maximum

NAFSA reserves the right to review and consider rejection of any sponsor or to request provision of a different URL if the one provided is deemed inappropriate (the URL cannot link to a page that displays any sales rates). NAFSA also reserves the right to review and consider rejection of any logo that is in ad format (i.e., displaying fair dates or specific products).

### NAFSA.news Advertising Rates

DURATION	GLOBAL PARTNER RATES						STANDARD RATES	
	ADVISER		ADVOCATE		ASSOCIATE			
	TOTAL COST	PER ISSUE	TOTAL COST	PER ISSUE	TOTAL COST	PER ISSUE	TOTAL COST	PER ISSUE
2 WEEKS	\$995	\$498	\$1,055	\$527	\$1,121	\$572	\$1,244	\$622
4 WEEKS	\$1,866	\$466	\$1,991	\$498	\$2,117	\$514	\$2,412	\$592
8 WEEKS	\$3,482	\$436	\$3,734	\$467	\$3,982	\$498	\$4,481	\$561

#### NAFSA.news Calendar 2019

Tuesday, January 8, 2019  
Tuesday, January 15, 2019  
Tuesday, January 22, 2019  
Tuesday, January 29, 2019

Tuesday, February 5, 2019  
Tuesday, February 12, 2019  
Tuesday, February 19, 2019  
Tuesday, February 26, 2019

Tuesday, March 5, 2019  
Tuesday, March 12, 2019  
Tuesday, March 19, 2019  
Tuesday, March 26, 2019

Tuesday, April 2, 2019  
Tuesday, April 9, 2019  
Tuesday, April 16, 2019  
Tuesday, April 23, 2019  
Tuesday, April 30, 2019

Tuesday, May 7, 2019  
Tuesday, May 14, 2019  
Tuesday, May 21, 2019

Tuesday, June 11, 2019  
Tuesday, June 18, 2019  
Tuesday, June 25, 2019

Tuesday, July 2, 2019  
Tuesday, July 9, 2019  
Tuesday, July 16, 2019  
Tuesday, July 23, 2019  
Tuesday, July 30, 2019

Tuesday, August 6, 2019  
Tuesday, August 13, 2019  
Tuesday, August 20, 2019  
Tuesday, August 27, 2019

Tuesday, September 3, 2019  
Tuesday, September 10, 2019  
Tuesday, September 17, 2019  
Tuesday, September 24, 2019

Tuesday, October 1, 2019  
Tuesday, October 8, 2019  
Tuesday, October 15, 2019  
Tuesday, October 22, 2019  
Tuesday, October 29, 2019

Tuesday, November 5, 2019  
Tuesday, November 12, 2019  
Tuesday, November 19, 2019  
Tuesday, November 26, 2019

Tuesday, December 10, 2019  
Tuesday, December 17, 2019

# Achieve Global Exposure and Engagement for Your Organization

## NAFSA Annual Conference & Expo Publications

NAFSA Conference publications advertising offers excellent value and opportunities for the NAFSA Annual Conference & Expo—the world's largest international education event. Contact Sue Partyke at 1.540.374.9100 or [suep@nafsa.org](mailto:suep@nafsa.org) to learn more about the Registration Brochure, Conference Program, and Note Planner. Combination packages of *International Educator* magazine ads and NAFSA Conference publications advertising are available and provide excellent value.

### Registration Brochure

Deliver your message in front of 35,000+ potential NAFSA conference attendees as they prepare for the 2019 conference. Promote your organization's on-site presence at NAFSA 2019 and immediately begin gaining awareness months before conference week. Expanded mailing universe includes many non-NAFSA members and first-time attendees who are actively engaged in the field. The 40-page print and digital Registration Brochure also enjoys a high pass-along rate among recipients' colleagues and staff, increasing overall readership.

### Conference Program

The program is an essential print and digital resource for NAFSA conference attendees. Nearly 10,000 attendees refer to the 132-page informative guide during the week to plan their daily schedules. Limited ad space ensures your message stands out and drives more traffic to your on-site presence in the Expo Hall. Attendees also often keep the Conference Program as a keepsake and as a reference guide, increasing ad engagement after the event.

### Note Planner

Place your message in the hands of every NAFSA conference attendee. Attendees use this compact, easily portable print and digital version of the Conference Program each day to plan their schedules, giving you multiplied exposure and awareness. Limited ad space ensures your message stands out and drives more traffic to your on-site presence in the Expo Hall.

### TO RESERVE AD SPACE

Contact Sue Partyke:

Tel: 1.540.374.9100

Fax: 1.540.374.9265

Email: [suep@nafsa.org](mailto:suep@nafsa.org)

### TO COMPLETE A CONTRACT

Visit [www.nafsa.org/printads](http://www.nafsa.org/printads)



### NAFSA 2019 ANNUAL CONFERENCE & EXPO REGISTRATION BROCHURE (Promotional Publication)

Full Page (no bleed)	7.375"w x 9.625"h	\$2,575
Full Page (with 0.125" bleed)	8.625"w x 11.125"h	\$2,575
Half Page Horizontal	7.375"w x 4.75"h	\$1,775
<b>Special Positioning</b>		
Inside Front Cover	All covers are 8.625"w x 11.125"h and must include 0.125" bleed.	\$5,375
Inside Back Cover		\$5,375
Outside Back Cover		\$6,875

### NAFSA 2019 ANNUAL CONFERENCE & EXPO CONFERENCE PROGRAM (On-site Attendee Publication)

Full Page (no bleed)	7.375"w x 9.625"h	\$2,575
Full Page (with 0.125" bleed)	8.625"w x 11.125"h	\$2,575
Half Page Horizontal	7.375"w x 4.75"h	\$1,775
<b>Special Positioning</b>		
Inside Front Cover	All covers are 8.625"w x 11.125"h and must include 0.125" bleed.	\$5,375
Inside Back Cover		\$5,375
Outside Back Cover		\$6,875

### NAFSA 2019 ANNUAL CONFERENCE & EXPO NOTE PLANNER (On-site Attendee Publication)

Full page (live area)	5"w x 8"h	\$2,550
Full page (with 0.25" bleed)	6.5"w x 9.5"h*	\$2,550
Inside Front Cover (with 0.25" bleed)	6.5"w x 9.5"h*	\$5,350
Inside Back Cover (with 0.25" bleed)	6.5"w x 9.5"h*	\$5,350
Outside Back Cover (with 0.25" bleed)	6.5"w x 9.5"h*	\$6,850

\*Includes .5" spiral binding.

#### NAFSA Global Partner Discounts: Adviser 20%, Advocate 15%, Associate 10%

Discounted pricing available for ad placements in more than one conference publication and/or *International Educator* magazine. For details, contact Sue Partyke: 1.540.374.9100, [suep@nafsa.org](mailto:suep@nafsa.org).

Ads are four-color only.

## NAFSA 2019 ANNUAL CONFERENCE & EXPO PUBLICATIONS ADVERTISING DEADLINES

### Registration Brochure

#### Booking Deadline

November 26, 2018

#### Artwork Due

December 10, 2018

### Conference Program

#### Booking Deadline

February 22, 2019

#### Artwork Due

March 1, 2019

### Note Planner

#### Booking Deadline

February 22, 2019

#### Artwork Due

March 1, 2019

## CONDITIONS and POLICIES

### PREPAYMENT FOR NEW ADVERTISERS

New advertisers **must** prepay for the first placement. Please make a check payable to “NAFSA,” and include it with your insertion order. Please contact [advertise@nafsa.org](mailto:advertise@nafsa.org) for payment information via wire transfer or credit card.

### INTERNATIONAL EDUCATOR 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.

### NAFSA ANNUAL CONFERENCE & EXPO PUBLICATIONS CANCELLATION POLICY

Cancellations must be made in writing within seven days of receipt of contract. All cancellations made after that period and before copy is supplied will incur a 50% cancellation charge. All cancellations made after copy has been supplied will incur a 100% cancellation charge advertisement.

### COMMISSIONS and DISCOUNTS

Standard commission of 15% 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 is permitted on production, mechanical, or bind-in costs. Commission will be applied *after* any other discounts. No cash discounts.

### 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 POSITION

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

### AD MATERIALS POLICY

Advertising materials will be returned upon written request. Materials are kept for 12 months after final publication and then discarded.

### TERMS and AGREEMENTS

- ▶ It is assumed that advertisers have read the rate card and agree to its conditions without any further contract or notice.
- ▶ NAFSA reserves the right to review and consider rejection of any advertising.
- ▶ The advertiser and agency assume liability for all content, including text and illustrations of advertising published.
- ▶ 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.
- ▶ NAFSA shall be under no liability for its failure, for any cause, to insert an advertisement.
- ▶ Charges for changes from original layout and copy will be based on current composition rates.

For more information, contact Sue Partyke: 1.540.374.9100 or at [suep@nafsa.org](mailto:suep@nafsa.org).

***DON'T MISS THE  
INTERNATIONAL EDUCATION  
EVENT OF THE YEAR!***

**NAFSA**  
**2019**



**ANNUAL CONFERENCE & EXPO**

Global Leadership, Learning, and Change

**MAY 26–31 · WASHINGTON, DC**

**[WWW.NAFSA.ORG/WASHINGTON](http://WWW.NAFSA.ORG/WASHINGTON)**



**Sue Partyke**

Tel: 1.540.374.9100

Fax: 1.540.374.9265

Email: [suep@nafsa.org](mailto:suep@nafsa.org)