

2011 Advertising Opportunities with IECA



There are several opportunities to reach IECA member consultants, affiliated schools, colleges and programs, some for as little as 10¢ per contact. When you advertise with IECA, you are specifically targeting IECA member consultants who assist students and families in choosing schools, colleges, or programs that meet their individual needs and goals, as well as admission representatives and administrators at these schools. The newsletter and advertisements are also posted online so they are accessible to parents and the general public.

Insights Newsletter Print Ads

Insights, IECA's bimonthly newsletter, is mailed to all IECA members, schools, colleges and programs, with a total circulation of nearly 5,000. In the past the advertising supplement was included in the newsletter mailed only to IECA member educational consultants. Ads now reach all subscribers, including over 800 IECA members; 600 non-member educational consultants; 1,650 college admission officers; 400 boarding school admission representatives and administrators; 100 LD program representatives; 100 post-secondary program/gap year/summer program representatives; 600 therapeutic programs; and 300 educational professionals. In addition, many people download the newsletter directly from our Web site.

Brochure Insertions

Insert your flyer, brochure, or CD into IECA's *Insights* mailings. *Insights* is sent through first-class mail to all IECA member consultants. We now accept a limited number of insertions from schools, colleges, or programs in the form of postcards, flyers, or brochures. All insertions must be approved by IECA at least one month prior to insertion.

Conference Guide Ads

NOW AVAILABLE IN FULL COLOR!

The IECA Conference on-site Guide contains the conference schedule, breakout sessions, and contact information of all registrants, sponsors, exhibitors, and College Fair/Information Swap participants at our national conference. Advertising in the Guide is an excellent opportunity to reach this targeted audience during the conference and beyond. It will be referred to by each attendee throughout the event, and since the Guide lists phone contact information it has a long shelf life as an important resource used by consultants, school representatives, and others, long after the conference.

Insights Advertising Rates

NEW FOR 2011: Reserve six ads and receive one free black & white ad in a conference guide (same size as reserved Insights ad). All Insights ads must be submitted in PDF format, in black & white.

	One Issue	Three Issues	Six Issues *
Full page (7-1/2" w x 9-3/4" h)	\$925	\$2,575	\$4,625
Half page (3-5/8" w x 9-3/4" h; or 7-1/2" w x 4-3/4" h)	\$600	\$1,650	\$3,000
Quarter Page (3-5/8" w x 4-3/4" h)	\$400	\$1,100	\$2,000

*The 6 issue rate includes one free ad

Brochure Insertion Rates

Insights (prices are per issue; contact us for heavier weights.)

1 ounce insert	\$750 (to IECA members only) \$1,300 (to all subscribers)
2 ounce insert	\$875 (to IECA members only) \$1,800 (to all subscribers)

Conference Guide Rates

Advertiser (NOW AVAILABLE IN FULL COLOR!)

Interior page advertising can be printed in either black and white or four-color; all ads must be submitted in PDF format. If you reserved six ads in *Insights*, you receive one free black & white guide ad (same size as reserved *Insights* ad).

Full Page (7-1/2" w x 9-3/4" h)	\$695 (black & white) \$800 (full color)
Half Page (7-1/2" w x 4-3/4" h)	\$425 (black & white) \$500 (full color)

Sponsor

Guide sponsors are included in the conference sponsor list and on signage during the event. For more information on sponsorship benefits, please refer to IECA's Sponsorship Brochure at www.iecaonline.com/sponsorships.html. Sponsorship ads are printed in four-color; ad size: 7-1/2" w x 9-3/4" h; must be submitted in PDF format.

Back Cover	\$4,000
Inside Covers	\$2,500

2011 IECA Advertising Insertion Order



Organization(s)/School(s) _____

Contact Person _____

Title _____

Address _____

City/State/Zip _____

Telephone _____

E-Mail: _____

Insights Advertising

NEW FOR 2011: Reserve six ads and receive one free black & white ad in a conference guide (same size as reserved Insights ad). All Insights ads must be submitted in PDF format, in black & white.

1) Choose ad size & number of issues:

- | | One Issue | Three Issues | Six Issues* |
|------------------------------------|-----------------------------|-------------------------------|-------------------------------|
| <input type="radio"/> Full page | | | |
| Number of issues: | <input type="radio"/> \$925 | <input type="radio"/> \$2,575 | <input type="radio"/> \$4,625 |
| <input type="radio"/> Half page | | | |
| Number of issues: | <input type="radio"/> \$600 | <input type="radio"/> \$1,650 | <input type="radio"/> \$3,000 |
| <input type="radio"/> Quarter Page | | | |
| Number of issues: | <input type="radio"/> \$400 | <input type="radio"/> \$1,100 | <input type="radio"/> \$2,000 |

**The 6 issue rate includes one free ad*

2) Choose the issues you would like your ad to appear in:

Issue	Artwork Deadline
<input type="radio"/> February/March	January 10
<input type="radio"/> April/May	March 10
<input type="radio"/> June/July	May 10
<input type="radio"/> August/September	July 10
<input type="radio"/> October/November	August 10
<input type="radio"/> December/January	November 10

Insights Brochure Insertion

(prices are per issue; contact us for heavier weights.)

Insights

- | | |
|----------------|--|
| 1 ounce insert | <input type="radio"/> \$750 (to IECA members only) |
| | <input type="radio"/> \$1,300 (to all subscribers) |
| 2 ounce insert | <input type="radio"/> \$875 (to IECA members only) |
| | <input type="radio"/> \$1,800 (to all subscribers) |

Conference Guide Ads

NOW AVAILABLE IN FULL COLOR!

SPRING CONFERENCE

Space Reservation Deadline: March 20, 2011; **Artwork Due:** March 30

FALL CONFERENCE

Space Reservation Deadline: September 20, 2011; **Artwork Due:** Sept. 30

ADVERTISERS

If you reserved six ads in Insights, you receive one free black & white guide ad (same size as reserved Insights ad). Submit ads in PDF format.

Check here if you qualify for a free black & white ad

Full Page: (7-1/2" w x 9-3/4" h)

- black & white (\$695) Full color (\$800)

Half Page: \$425 (3-5/8" w x 9-3/4" h or 7-1/2" w x 4-3/4" h)

- black & white (\$425) Full color (\$500)

SPONSORSHIP ADS

Conference sponsors are included in the conference sponsor list and on signage during the event. For more information on sponsorships benefits, please refer to IECA's sponsorship brochure found at:

www.iecaonline.com/sponsorships.html

All sponsorship ads print in full color and are full page (7-1/2" w x 9-3/4" h).

- Back Cover: \$4,000 Inside Covers: \$2,500

Terms:

- IECA reserves the right to reject any advertising not appropriate to its membership
- Advertisers and their agents assume liability for the content of advertisements printed.
- Publication of an advertisement by IECA is in no way an endorsement of the advertiser, or the products/services being advertised.
- Invoices will be sent with a tear sheet upon publication of advertisement.
- To ensure accuracy, IECA requires all provided ads to be sent in PDF format. IECA will make every effort to contact advertisers of potential problems with their ads. However, the Association is not responsible for typographical errors or printing errors due to improper formatting of the advertisement provided by the advertiser.

I agree to these specifications and terms (please sign below):

_____ Date: _____

Return this application to Sarah Brachman, Manager of Communications:
IECA, 3251 Old Lee Highway, Suite 510, Fairfax, VA 22030
Sarah@IECAonline.com • Phone: 703-591-4850 • FAX: 703-591-4860