

# INTERCOLLEGIATE STUDIES INSTITUTE

## 2016 RATE CARD

### ISI: EDUCATING FOR LIBERTY

---



**Inspiring college students to discover, embrace, and advance the principles and virtues that make America free and prosperous**

Since 1953 the Intercollegiate Studies Institute (ISI) has been teaching future leaders the timeless principles that make America free and prosperous—the core ideas behind the free market, the American Founding, and Western civilization that are rarely taught in the classroom.

Today ISI has a network of **more than 50,000** members, supporters, and subscribers around the country. This includes tens of thousands of the brightest conservative college students and professors, along with donors and subscribers who as a group are well above average in income and education.

ISI is a nonprofit, nonpartisan, tax-exempt educational organization. The Institute relies on the financial support of the general public—individuals, foundations, and corporations—and receives no funding or any other aid from any level of the government.

### ADVERTISING TERMS AND CONDITIONS

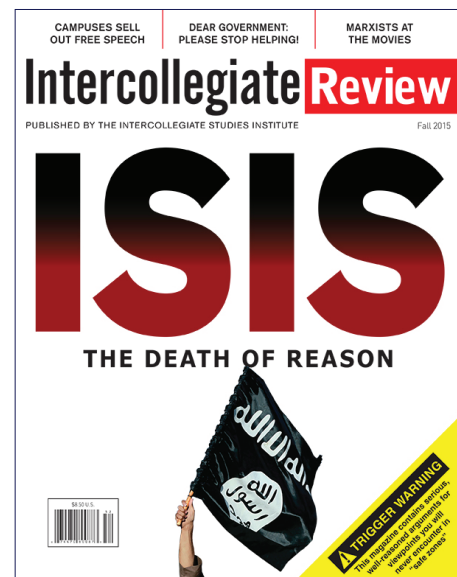
- The publisher reserves the right to reject or cancel advertising, including for unacceptable appearance.
- The publisher is not responsible for errors due to improper file preparation.
- The publisher will not accept cancellations after the closing date.
- No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.

### PAYMENT

- Fifteen percent advertising-agency discount
- Account to be paid within thirty days of invoice date
- First-time advertisers must prepay with insertion order

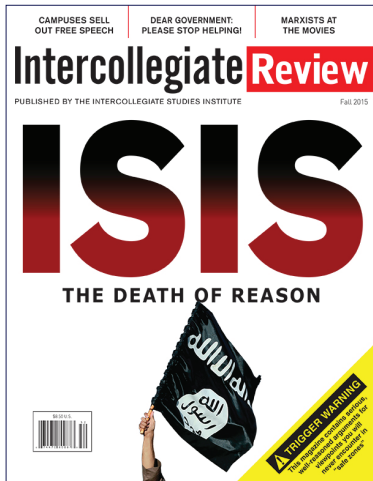
### CONTACT

- To reserve ad space, please contact Richard Vaughan or Sue Milnes at (815) 398-8569 or [adsales@pma-inc.net](mailto:adsales@pma-inc.net).



“ISI arouses the moral imagination of the rising generation. In a time of social tribulation, ISI stands for order in the soul and order in the republic. Its seminars and publications defend the permanent things.”

- RUSSELL KIRK -



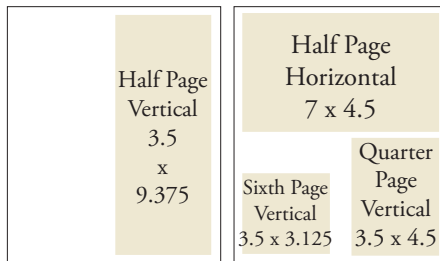
## INTERCOLLEGIATE REVIEW

The *Intercollegiate Review* is the flagship publication of the Intercollegiate Studies Institute. The full-color, glossy magazine is *the* magazine for conservative college students, featuring breaking news about what’s happening on college campuses; original articles by top students and prominent scholars; the best of film, TV, books, and the Web; and much more.

ISI sends the *Intercollegiate Review* not only to its student members coast to coast but also to an elite group of 5,000 top donors, college professors, and other supporters.

**PRINT RUN:** 13,500  
**CIRCULATION:** 10,000 mailed to college students, top ISI donors, and college professors. The balance is distributed to students around the country during ISI’s on-campus recruiting trips and by ISI ambassadors, especially carefully selected student leaders and faculty mentors.  
**COST:** Free to ISI members; \$15 for one year  
**FREQUENCY:** Spring and fall

Full Page Bleed  
 trimmed to  
 8.5 x 10.875  
 (add 0.25” bleed  
 on all sides)



### SIZES

Full Page Bleed..... 8.5 x 10.875"  
 Half Page Vertical..... 3.5 x 9.375"  
 Half Page Horizontal..... 7 x 4.5"  
 Quarter Page Vertical..... 3.5 x 4.5"  
 Sixth Page Vertical..... 3.5 x 3.125"

### SCHEDULE

Issue	Close Date	Ads Due	Mail Date
Spring	12/28/15	1/4/16	1/26/16
Fall	7/11/16	8/1/16	8/24/16

### RATES:

Cover 3	\$1,600
Full Page	\$1,300
Half Page	\$700
Quarter Page	\$375
Sixth Page	\$200

*Advertising composition available for nominal fee.*

### PRODUCTION SPECIFICATIONS:

- Delivery: Digital files submitted via e-mail to [adsales@pma-inc.net](mailto:adsales@pma-inc.net); ftp available for larger files
- Format: Press-quality PDF with fonts and graphics embedded and transparency flattened; packaged InDesign file with all fonts and graphics; EPS file with fonts and graphics embedded or outlined
- Image resolution: 300 pixels per inch at 100% size
- Color: Must be CMYK process color (“four-color”)
- For questions regarding production specifications or to submit an ad, please contact Richard Vaughan or Sue Milnes at (815) 398-8569 or [adsales@pma-inc.net](mailto:adsales@pma-inc.net).