

2024 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 an extensive nationwide network of the brightest conservative college students and professors, as well as alumni, 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.





MODERN AGE

Founded by Russell Kirk in 1957, *Modern Age* is, in the words of historian George H. Nash, “the principal quarterly of the intellectual right.” University of Oklahoma scholar Wilfred McClay calls it “required reading for those who want to engage conservative thought at a high level.” Now under new editor Daniel McCarthy, *Modern Age* is in a position to attract the leading thinkers from all along the conservative spectrum to apply timeless principles to the specific conditions and crises of our age.

PRINT RUN: 7,000

CIRCULATION: 2,000 mailed to paid subscribers. The balance is sold on newsstands across the country and distributed to ISI faculty and student members.

COST: \$30 for one year (four issues)

FREQUENCY: Spring, summer, fall, and winter

Full Page 5.5 x 8.5	Third Page Horizontal 5.5 x 2.75	Third Page Vertical 2.625 x 5.625	Quarter Page Vertical 2.625 x 4.25
	Half Page Horizontal 5.5 x 4.25		Sixth Page Vertical 2.625 x 2.75

SIZES

Full Page 5.5 x 8.5"
 Half Page Horizontal 5.5 x 4.25"
 Third Page Vertical ... 2.625 x 5.625"
 Third Page Horizontal 5.5 x 2.75"
 Quarter Page Vertical 2.625 x 4.25"
 Sixth Page Vertical 2.625 x 2.75"

SCHEDULE

Issue	Close Date	Ads Due	Mail Date
Winter 2024	1/5/24	1/12/24	2/2/24
Summer 2024	5/21/24	5/28/24	6/21/24
Fall 2024	8/21/24	8/28/24	9/23/24

RATES

	1x	4x
Cover 3 (B&W)	\$500	\$425
Cover 3 (CMYK)	\$700	\$595
Full Page	\$400	\$340
Half Page	\$300	\$255
Third Page	\$150	\$125
Quarter Page	\$135	\$115
Sixth Page	\$90	\$75

PRODUCTION SPECIFICATIONS:

- Delivery: Digital files submitted via e-mail to 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: All ads must be grayscale (black only) except for cover 3 as color (cmyk)
- 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.

Advertising composition available for nominal fee.