

INTERCOLLEGIATE STUDIES INSTITUTE



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think. live free.™

2020 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 at (815) 398-8569 or adsales@pma-inc.net.



THE CANON



The *Canon* reaches an influential group of conservative readers found virtually nowhere else. Once per year ISI mails this glossy, four-color, high-quality publication to its top donors. It goes to 11,000 affluent, highly educated conservatives who care deeply about free markets, higher education, and the traditions of Western civilization.

The ISI donor, on average,

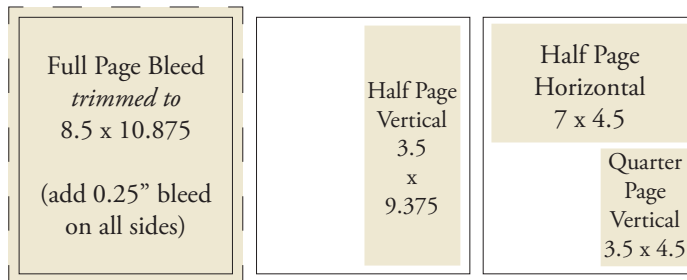
- is male
- is conservative
- has a career in business, investments, finance, or law
- is married
- has three or more children
- is in his sixties
- uses e-mail and the Internet
- reads the *Wall Street Journal*
- attends a Christian church
- attended a private college or university
- believes the greatest leaders in his lifetime are Ronald Reagan, Margaret Thatcher, and Pope John Paul II

PRINT RUN: 11,000

CIRCULATION: 10,000 mailed to top ISI donors. The balance is distributed at ISI events and through special mailings to new donors as well as to ISI members, alumni, and book buyers.

COST: Free to ISI donors and members

FREQUENCY: Annual



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"

SCHEDULE

Issue	Close Date	Ads Due	Mail Date
Spring	5/1/2020	5/8/2020	6/1/2020

RATES

Cover 2	\$3,000
Cover 3	\$2,400
Cover 4	\$3,450
Full Page	\$2,000
Half Page	\$1,200
Quarter Page	\$650

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: Must be CMYK process color ("four-color")
- For questions regarding production specifications or to submit an ad, please contact Richard Vaughan at (815) 398-8569 or adsales@pma-inc.net.
Advertising composition available for nominal fee.