

INTERCOLLEGIATE STUDIES INSTITUTE

2017 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.

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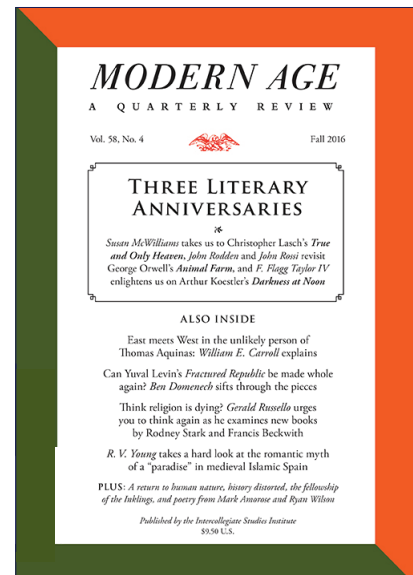
- The publisher reserves the right to reject or cancel advertising, including for unacceptable appearance.
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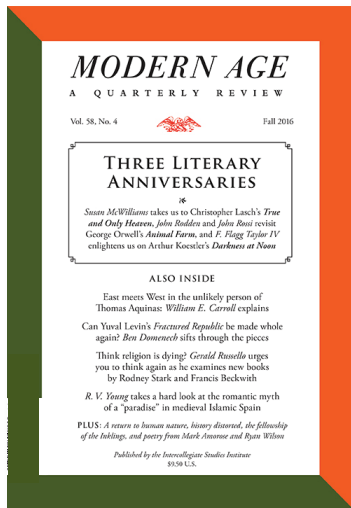
PAYMENT

- 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 in 1957, *Modern Age* has long been recognized as “the principal quarterly of the intellectual Right.” In its inaugural issue, Russell Kirk outlined the journal’s perspective: “Our purpose is to stimulate discussion of the great moral and social and political and economic and literary questions of the hour, and to search for means by which the legacy of our civilization may be kept safe.” *Modern Age*’s consistent dedication to this purpose has played an important part in the postwar conservative intellectual revival. Editor: R. V. Young.

PRINT RUN: 3,350

CIRCULATION: 1,200 mailed to paid subscribers. The balance is distributed to ISI faculty and graduate student members and sold on newsstands across the country.

COST: \$30 for one year (four issues); \$54 for two years

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/Fall	12/19/16	1/2/17	1/30/17
Spring	3/13/17	3/17/17	4/17/17
Summer	6/12/17	6/16/17	7/17/17
Fall	9/11/17	9/15/17	10/16/17

RATES

	1x	4x
Cover 3	\$500	\$350
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: Must be grayscale (black only)
- 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.