

# INTERCOLLEGIATE STUDIES INSTITUTE

## 2015 RATE CARD

### ISI: EDUCATING FOR LIBERTY

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**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 70,000** 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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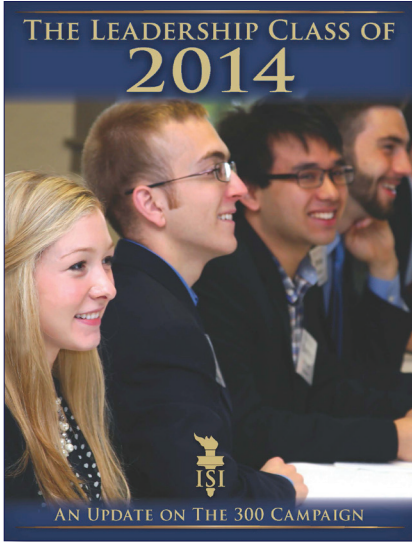
- Fifteen percent advertising-agency discount
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#### CONTACT

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



# YEARBOOK



The ISI Yearbook is sent to thousands of ISI supporters. Once per year ISI mails this glossy, four-color, high-quality publication to its top donors. It goes to 9,500 affluent, highly educated conservatives who care deeply about free markets, higher education, and the traditions of Western civilization.

The ISI donor, on average,

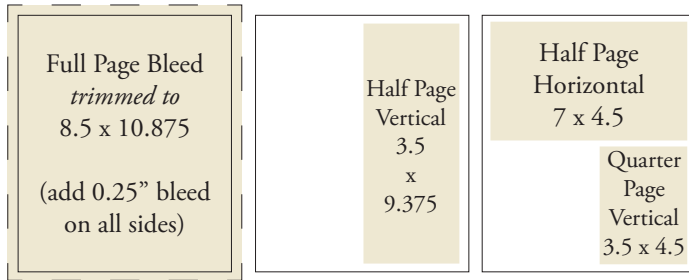
- is male
- is conservative
- has a career in business, investments, finance, or law
- is married
- has three or more children
- is in his sixties
- uses e-mail and the Internet
- reads the *Wall Street Journal*
- attends a Christian church
- attended a private college or university
- believes the greatest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

PRINT RUN: 11,000

CIRCULATION: 9,500 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
Fall	8/18/2015	9/11/2015	10/2/2015

## RATES

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

*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 at (815) 398-8569 or [adsales@pma-inc.net](mailto:adsales@pma-inc.net).