

# 2011 Advertising Opportunities with IECA



There are several opportunities to reach IECA member consultants, affiliated schools, colleges, and programs, some for as little as 8¢ per contact. When you advertise with IECA, you are specifically targeting IECA member consultants who assist students and families in choosing schools, colleges, or programs that meet their individual needs and goals, as well as admission representatives and administrators at these schools. And now that our newsletter and advertisements are posted online they are accessible to parents and the general public.

## Insights Newsletter Print Ads

*Insights*, IECA's bimonthly newsletter, is mailed to all IECA members, schools, colleges and programs, with a total circulation of nearly 5,000. In the past the advertising supplement was included in the newsletter mailed only to IECA member educational consultants. Ads now reach more than 4,500 subscribers, including 800 IECA members; 600 non-member educational consultants; 1,650 college admission officers; 400 boarding school admission representatives and administrators; 100 LD program representatives; 100 post-secondary program/gap year/summer program representatives; 600 therapeutic programs; and 300 educational professionals. In addition, the newsletters and advertisements have been downloaded an average of 650 times since being posted on our Web site at the beginning of 2009.

## Brochure Insertions

Insert your flyer, brochure, or CD into IECA's *Insights* mailings. *Insights* is sent through first-class mail to all IECA member consultants. We now accept a limited number of insertions from schools, colleges, or programs in the form of postcards, flyers, or brochures. All insertions must be approved by IECA at least one month prior to insertion.

## Conference Guide

The IECA Conference on-site Guide contains the conference schedule, breakout sessions, and contact information of all registrants, sponsors, exhibitors, and College Fair/Information Swap participants at our national conference. Advertising in the Guide is an excellent opportunity to reach this targeted audience during the conference and beyond. It will be referred to by each attendee throughout the event and because the Guide lists phone contact information, it has a long shelf life as an important resource used by consultants, school representatives, and others, long after the conference.

## Insights Advertising Rates

	One Issue	Three Issues	Six Issues *
<b>Full page</b> (7-1/2" w x 9-3/4" h)	\$895 (22¢ per issue)	\$2,450	\$4,475 (19¢ per issue)
<b>Half page</b> (3-5/8" w x 9-3/4" h; or 7-1/2" w x 4-3/4" h)	\$575	\$1,575	\$2,875 (12¢ per issue)
<b>Quarter Page</b> (3-5/8" w x 4-3/4" h)	\$375	\$1,025	\$1,875 (8¢ per issue)

\*Full year—one ad free

## Brochure Insertion Rates

**Insights** (prices are per issue; contact us for heavier weights.)

1 ounce insert	\$750 (to IECA members only) \$1,250 (to all 4,000 subscribers)
2 ounce insert	\$875 (to IECA members only) \$1,775 (to all 4,000 subscribers)

**Information Service Bulletin** (contact us for deadlines)

1 ounce insert	\$750
2 ounce insert	\$875

## Conference Guide Rates

### Advertiser

All interior page advertising must be black and white and submitted in PDF format.

<b>Full Page</b>	\$695 (7-1/2" w x 9-3/4" h)
<b>Half Page</b>	\$425 (7-1/2" w x 4-3/4" h)

### Sponsor

Conference sponsors are included in the conference sponsor list online, in the Conference Guide, and on signage during the event. Sponsorship ads are four-color, full page (7-1/2" w x 9-3/4" h), and must be submitted in PDF format.

<b>Back Cover</b>	\$4,000	Full page (7-1/2" w x 9-3/4" h)
<b>Inside Covers</b>	\$2,500	Full page (7-1/2" w x 9-3/4" h)

# 2011 Advertising Insertion Order



Organization(s)/School(s) \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ E-Mail: \_\_\_\_\_

## Terms:

- IECA reserves the right to reject any advertising not appropriate to its membership
- Advertisers and their agents assume liability for the content of advertisements printed.
- Publication of an advertisement by IECA is in no way an endorsement of the advertiser, or the products/services being advertised.
- Invoices will be sent with a tear sheet upon publication of advertisement.
- To ensure accuracy, IECA requires all provided ads to be sent in PDF format. IECA will make every effort to contact advertisers of potential problems with their ads. However, the Association is not responsible for typographical errors or printing errors due to improper formatting of the advertisement provided by the advertiser.

I agree to these specifications and terms (please sign below):

Date: \_\_\_\_\_

Return this application to Sarah Brachman  
IECA, 3251 Old Lee Highway, Suite 510,  
Fairfax, VA 22030  
Sarah@IECAonline.com  
Phone: 703-591-4850 • FAX: 703-591-4860

## Insights Advertising

**All ads must be submitted in PDF format, in black and white.**

**New Opportunity:** Reserve six ads and receive one free ad in a conference guide.

### Choose ad size:

	One Issue	Three Issues	Six Issues*
_____ Full page	\$895	\$2,450	\$4,475
Number of issues: (7-1/2" w x 9-3/4" h)	_____	_____	_____
_____ Half page	\$575	\$1,575	\$2,875
Number of issues: (3-5/8" w x 9-3/4" h; or 7-1/2" w x 4-3/4" h)	_____	_____	_____
_____ Quarter Page	\$375	\$1,025	\$1,875
Number of issues: (3-5/8" w x 4-3/4" h)	_____	_____	_____

\*Full year—one ad free

### Check the issues you would like your ad to appear in:

Issue	Artwork Deadline
_____ February	January 10
_____ April	March 10
_____ June	May 10
_____ August	July 10
_____ October	August 10
_____ December	November 10

## Brochure Insertion

(prices are per issue; contact us for heavier weights.)

### Insights

1 ounce insert	_____ \$750 (to IECA members only)
	_____ \$1,250 (to all 4,000 subscribers)
2 ounce insert	_____ \$875 (to IECA members only)
	_____ \$1,775 (to all 4,000 subscribers)

### Information Service Bulletin

_____ 1 ounce insert	\$750
_____ 2 ounce insert	\$875

## Conference Guide Ads

**All ads must be submitted in PDF format.**

### Advertisers

All interior advertising must be black and white

\_\_\_\_\_ Full Page: \$695 (7-1/2" w x 9-3/4" h)

\_\_\_\_\_ Half Page: \$425 (3-5/8" w x 9-3/4" h or 7-1/2" w x 4-3/4" h)

### Sponsorship Advertisers

4-color, full page (7-1/2" w x 9-3/4" h)

\_\_\_\_\_ Back Cover: \$4,000

\_\_\_\_\_ Inside Covers: \$2,500

Conference sponsors are also included in the conference sponsor list online, in the Conference Guide, and on signage during the event.

**Space Reservation Deadline** (Spring Conference): March 1, 2011  
Artwork Deadline: March 30, 2011

**Space Reservation Deadline** (Fall Conference): September 1, 2011  
Artwork Deadline: September 30, 2011