

## ISS MEDIA KIT

### 2024-25 Sponsorship Opportunities

As a nonprofit organization, International Schools Services (ISS) works with more than **1,200 international schools** and thousands of educators each year across its suite of services, creating one of the largest global footprints in international education support. Advertising with ISS helps you **reach a unique worldwide audience**, while also supporting a mission of excellence in international schools.

Thank you for considering the advertisement opportunities detailed in this Media Kit! To place an order, please see the Media Order Form **on page 9** or contact us at **Advertising@ISS.edu**.



## ISS WORLD SPONSOR

Maximize your organization's reach with high-impact, ISS-wide bundled sponsorship tiers

## PLATINUM - \$50,000

### Includes all 3 sponsorship packages:

- Package 1: Full-year of ALL Recruitment Events
- Package 2: Full-year ALL Professional Development
- Package 3: Full-year ALL Publications
- Plus: Premium ISS.edu blog feature about your organization
- **Plus:** Full-year banner ad on the ISS.edu website (1400px wide, 130px high)

### GOLD - \$35,000

Includes your choice of **2 sponsorship packages** (Full-year of ALL Recruitment Events, Professional Development, or Publications)

• **Plus:** Full-year banner ad on the ISS.edu website (1400px wide, 130px high)

## SILVER - \$25,000

Includes full-year ALL Publications sponsorship package

- **Plus:** Sponsorship on 8 *ISS EDUlearn®: Ask Me Anything* podcasts episodes
- Plus: Sponsorship at 1 Recruitment Event





SPONSOR PACKAGES



## RECRUITMENT EVENTS

ISS EDUrecruit® bring together international school recruiters and educators for dynamic in-person and virtual job fairs!

What is included? Acknowledgment in event resources and advertising. In-person fair sponsorship also includes tabling space.

What will I need to send? Your logo and a maximum 25 words about your organization.

### **FULL-YEAR ALL EVENTS**

\$20,000

Includes sponsorship of all virtual and in-person recruitment events. Limited spots available! Sign early for the opportunity to add on a bonus sponsorship for the ISS EDUblast event.

**FULL-YEAR SINGLE TYPE** 

\$10,000

Includes sponsorship of all in-person OR all virtual recruitment events.

**ONE EVENT** 

\$5,000

Choice of sponsoring one virtual event or one in-person event.

- Support 2 in-person and 4 virtual fairs
- ISS has helped thousands of educators find jobs
- Gain visibility with hundreds of recruiting international schools





SPONSOR PACKAGES



## PROFESSIONAL DEVELOPMENT

ISS EDUlearn® offers world-class virtual PD, and the popular podcast ISS EDUlearn: Ask Me Anything (AMA) explores timely topics with leading experts.

What is included? Acknowledgment in 2024-25 course materials and/or podcast episodes.

What will I need to send? Your logo and maximum 25 words about your organization.

### **FULL-YEAR ALL PD**

\$20,000

Includes sponsorship on all of this 2024-25 season's PD courses and podcasts.

Limited spots available, reserve soon!

### **COURSES**

 Full-year, all season courses sponsorship: \$15,000

• **10** courses: \$10,000

• **5 courses:** \$7,500

### **PODCAST**

• Full season (24 episodes): \$7,500

**8 episodes:** \$5,000

**4 episodes:** \$2,500



- 10,000+ participants in ISS EDUlearn® courses over the last 100+ courses
- The ISS AMA podcast welcomes several thousand monthly listeners



**SPONSOR PACKAGES** 

## **PUBLICATIONS AND ADS**

As a leader in global education, ISS is a hub of international school news and resources through our digital publications!

## ALL PUBLICATIONS PACKAGE \$18,000

Includes ad space in:

- Full-Year of NewsLinks (3 issues): Interior standard full page ads
- Annual School Supply Supplement: Interior full page ad
- School Supply Marketplace: Full-year ad placement

## SCHOOL SUPPLY FOCUSED PACKAGE \$10,000

Includes ad space in:

- Annual School Supply Supplement: Interior full page ad
- School Supply Marketplace: Full-year ad placement



### **PUBLICATIONS AND ADS**

### **ISS** NewsLinks

## ISS NEWSLINKS



Published digitally three times a year, ISS NewsLinks' unique insights and stories reach thousands of international educators and leaders.

What is included? ISS NewsLinks ads can link directly to a requested web page.

What will I need to send? According to your chosen package or ad size, please submit PDF/JPEG files in the dimensions below.

Ad Type	Full-Year (3 issues)	Single Issue	Dimensions
Interior First Full Page Ad Limit 1 advertiser per issue	\$9,500	\$4,750	10"W x 14"H
Interior Standard Full Page Ad	\$8,000	\$3,795	10"W x 14"H
Interior Half Page Ad	\$6,500	\$2,995	10" W x 6.833" H
Interior Quarter Page Ad	\$4,500	\$1,950	4.917" W x 6.775" H

### **Edition I Deadlines**

Ad agreement due: Sept 30, 2024 Ad materials due: Oct 30, 2024

#### **Edition II Deadlines**

Ad agreement due: Dec 1, 2024 Ad materials due: Jan 29, 2025

### **Edition III Deadlines**

Ad agreement due: Mar 10, 2025 Ad materials due: Apr 10, 2025



PUBLICATIONS AND ADS



## ISS SUPPLY SUPPLEMENT

This annual digital magazine reaches hundreds of schools, released just as administrators are looking for their schools' best supply options.

What is included? ISS School Supply ads can link directly to a requested web page.

What will I need to send? According to your chosen package or ad size, please submit PDF/JPEG files in the dimensions below.

	SERVICES PUBLICATION		
2023-24 Edition ISSedu			
2023-24	Director's	What's the single n	nost
Welcom	son of Entropy Springer	important thing you from School Specia	
We believe that educators make a vior also appreciate that being part of a si calling. ISS understands the significance of for your students and learning communits and augolies they need is one small part in	rid of difference — and we school is a very demanding lyour afforts to do the best as Providing the materials		· /
Important coal.  As a former high school principal, I have decication that goes behind the scenes of a and I recognize the need for a esamises support shar. The SIS School Repair seam by the commitment to privide the bask support prices, proclady, when you need them, an mission is simple; to ensure that you have creates an open-la learning environment for the creates and the creates are considered to the creates and the creates are created to the creates are created	thriving school community, school supply process to stand alongside you, driven lies at the most competitive of without any hassle. Our a warything you require to	<u>9</u> <u>A</u> [	
In this light, our team introduced the ISS Buggly Marksraples mars than two years ago may and has transformed how many of our achoids manage that prochasing the ISS Buggly fatherballes approvals empowher the ISS Buggly fatherballes approvals empowher for teeders, gives approval and time intermetion on picting and unalitability, and provides reporting for accountability on all levels.			School Specialty.
If you're not using the ISS Supply Marketple		Everythin	g.
We first introduced this Sohool Supply Sudiest channel for our musted vendors to one school purchase; michies surface statishing michies surface statishing to the business office and teachers. By office and one should be sufficiently the procurement your challess and mustimize your time and you deliver and way, you'll maid soones from shomment into essential supply threat today, and personal make youngly suppliers you.	applement publication as a nect with you. We know that olders, from administrators intig a focused selection of process, we aim to simplify a cost effectiveness. Along a shound the world, insight	From supplies to safety, crayons to somplie environments, it takes a lot to fill a school you need. That's very we offer it all. To learn more, visit insucultienvices/school	oto learning with everything
Since 1955, ISS has been a partner to thous Thank you for armusing ISS School Supply all you need to errect your advoational vis support your school's success and the bi students and teachers.	with sourcing and delivering ion. We're honored to help	A look inside this ed	dition
Wishing you a rewarding and transformative	academic year shead!	- Outdoor play insi	ight
You can follow Keth at Missoulle		<ul> <li>School budget And Strategies</li> </ul>	d more!

Ad Type	Cost	Dimensions
Front Cover Inset Ad Limit 1 advertiser per issue	\$1,850	4.92" W x 9.4" H
Back Cover, Full Page Ad Limit 1 advertiser per issue	\$1,850	10" W x 14" H
Interior Spread (2 pages)	\$2,300	Each page: 10"W x 14"H
Interior Standard Full Page	\$1,250	10" W x 14" H
Interior Half Page	\$850	10" W X 6.833" H

### 2024-25 Edition Deadlines

Ad agreement due: Aug 9, 2024 Ad materials due: Sept 9, 2024

The ISS.edu site receives hundreds of thousands of visitors monthly





### **PUBLICATIONS AND ADS**



## ISS SUPPLY MARKETPLACE

This streamlined ISS platform offers great prices, hallmark ISS service, and a new level of ease in school supply.

\*Exclusive offer: ISS Supply Marketplace ads are available to those also purchasing ad space in the ISS Supply Supplement (see packages on page 2, 5, or 7)



 55+ international schools use the ISS Supply Marketplace

• Nearly **\$3M** of items purchased within the platform

What is included? ISS Supply Marketplace ads run for three months and can link directly to a requested web page.

What will I need to send? According to your chosen package or ad size, please submit PNG/JPEG files in the dimensions below.

Ad Type	Price	Dimensions	
One top landing page ad, plus two ads on category pages	\$2,500	Top landing page ad: 270px W by 430px H Category page ads: 615px W by 165px H	
One lower landing page ad, plus two ads on category pages	\$2,250	Lower landing page & category page ads: 615px W by 165px H	
Single landing page ad	\$2,000	615px W by 165px H	
Single category page ad	\$750	615px W by 165px H	



## **ISS MEDIA ORDER FORM**

We are so glad you've chosen to promote your company with ISS! Please send completed forms or any further questions to <a href="mailto:Advertising@ISS.edu">Advertising@ISS.edu</a>

Sponsorship or ad type	Cost per order	Number of orders	Ad cost
Ex: NewsLinks, Full Year of Interior Full Page Ads	\$8,000	1	
		Total ad cost:	

# Contact Information Date Company Name Address Tel Email Billing Information (if different) All Information (if different) Address Tel Email

AGREEMENT: This agreement may be canceled in writing within 30 days of issue date. Print advertising invoices are due and payable within 30 days of invoice date. Internet ads must be paid in full and in advance. No alternation or modification of this agreement shall be valid unless in writing and signed by both the Buyer and Seller. Position requests are governed by ISS policy and will be honored whenever possible. In the event of failing to supply ad copy, Seller may, at its option accelerate this agreement and declare all sums immediately due and payable. And/or the Seller may, at its discretion print the Buyer's most recent previously run advertisement

Authorized Client Signature

Date