



2020-21 ISS Media Kit



REACH THE WORLD WITH ISS

International Schools Services (ISS) creates the largest global footprint in international education support, working with more than 500 international schools and thousands of educators each year across our suite of services. Since our inception as a nonprofit in 1955, ISS has proudly supported innovation, growth, and best practices in global education.

110+ schools launched and managed around the world

50,000 educators placed in hundreds of international schools

15,000 school supply orders processed worldwide each year

500 international schools worked with annually

75 school foundations stewarded each year

Advertising with ISS gives you reach to a unique global audience, while also supporting a mission of excellence in schools around the world. Thank you!

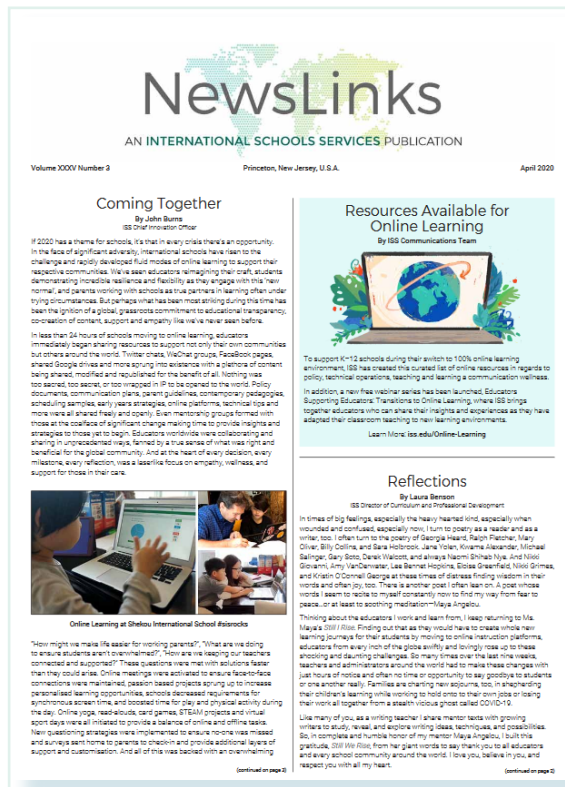
For more information, please reach out to Advertising@ISS.edu

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DIGITAL AD OPPORTUNITY

NEWSLINKS



Sample digital cover page, April 2020

Publication layout and design subject to change

NewsLinks brings the international community together as a hub of news, resources, and reflections from ISS and the world of international education. Published as a digital magazine, NewsLinks reaches more than 30,000 educators around the world. Your NewsLinks ad can link to your website, driving traffic directly to any page you request. In addition to delivering each new issue to our broader community, we promote NewsLinks prominently on the ISS home page and social platforms.

Pricing

Ad Type	1 insert, each	2 inserts, each	3 inserts, each	Savings for 2 inserts	Savings for 3 inserts
Back Cover (Limit 1 advertiser per issue)	\$4,100.00	\$3,485.00	\$2,870.00	-15%	-30%
Inside Cover (Front/Back) (Limit 1 advertisers per issue)	\$3,800.00	\$3,230.00	\$2,660.00	-15%	-30%
Full Page, Standard	\$3,300.00	\$2,805.00	\$2,310.00	-15%	-30%
1/2 Page Horizontal	\$2,600.00	\$2,210.00	\$1,820.00	-15%	-30%
1/4 Page Vertical	\$1,700.00	\$1,445.00	\$1,190.00	-15%	-30%

Get Started

To reserve space, please fill the **Media Order Form (page 5)** or contact **Advertising@ISS.edu**. We can also help customize an advertising package for your unique needs.

All ads are full color. Please send the following file types:

- PDF or JPEG
- 200 dpi minimum, RGB

Sizing

Ad Type	Dimensions
Back or Inside Cover	10"W x 14"H
Full Page	10"W x 14"H
1/2 Page Horizontal	10" W x 6.833" H
1/4 Page Vertical	4.917" W x 6.775" H

Submission Deadlines

October 2020

Ad Agreement Due:
Sept 23, 2020

Ad Materials Due:
Sept 29, 2020

Distribution:
Oct 2020

January 2021

Ad Agreement Due:
Dec 2, 2020

Ad Materials Due:
Dec 9, 2020

Distribution:
January 2021

April 2021

Ad Agreement Due:
Mar 10, 2021

Ad Materials Due:
Mar 17, 2021

Distribution:
Apr 2021

DIGITAL AD OPPORTUNITY

SCHOOL SUPPLY SUPPLEMENT

Showcase your products to schools around the world. With an advertisement in our annual School Supply Supplement, get in front of international schools before they begin purchasing supplies for the upcoming year. The ISS School Supply Supplement reaches hundreds of schools in October, offering a great way for you to promote products or programs just as administrators are looking for the best supply options.

Pricing

Ad Type	1 insert, each	Dimensions
Front Cover (Limit 1 advertiser per issue)	\$1,600.00	4.92" W x 9.4" H
Back Cover (Limit 1 advertiser per issue)	\$1,200.00	10" W x 14" H
Full Page, Standard	\$1,000.00	10" W x 14" H
1/2 Page Horizontal	\$700.00	10" X 6.833"
Full Page Spread (2 pages)	\$1,750.00	<i>Each Page:</i> 10" W x 14" H

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Sample digital cover page, 2019-20 edition
Publication layout and design subject to change

MEDIA ORDER FORM



Making a world of difference

Thank you for taking the time to review our advertisement opportunities. We're so glad you've chosen to promote your company with ISS!

Please fill out the following details and select your advertising options, then send completed forms to **Advertising@ISS.edu**.

Publication Type	Size of Insert	Date of Issue	Number of Issues	Cost per Issue	Ad Cost
<i>Example: NewsLinks</i>	<i>1/2 Page horizontal</i>	<i>Fall, Winter</i>	<i>2</i>	<i>\$2,210.00</i>	
Total Ad Cost					

Contact Information

DATE _____

COMPANY _____

NAME _____

ADDRESS _____

TEL _____

EMAIL _____

Billing Information (if different)

COMPANY _____

NAME _____

ADDRESS _____

TEL _____

EMAIL _____

AGREEMENT: This agreement may be cancelled 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

All advertisements and inserts are subject to the approval of ISS. Prices and availability noted in this media kit are subject to change without notice. Please contact ISS at Advertising@ISS.edu for current details.