

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.

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2023-24 Edition ISS.edu	JOHN CLOP CONTROL OF THE	
2027 2/	4 Director's	
		What's the single most important thing you can ge
Welcon	10	from School Specialty?
By Kenh Circums, '68 Dir Senior Leadership Snetur		
We believe that educators make a videous special state approaches that being part of a calling 155 understands the significance for your students and learning communiand aupplies they need is one small par important one!	school is a very demanding of your afforts to do the best ities. Providing the materials	圖 片 涂 #
As a former high school principal, I has dedication that goes behind the scenes of and I recognize the need for a seamiss audions that. The ISS School Supply seen by the commitment to provide the best supplices, precisely when you need them; mission is simple, to ensure that you he create an operate learning environment for create an operate learning environment of	a thriving achool community, as achool supply process to n stand alongside you, driven oplies at the most competitive and without any hassis. Our way wayshing you require to	2 4
in this light, our team introduced the ISS Supply Markenplace more than two years ago now and has transformed how many of our schools manage that purchasing. The ISS Supply Markenplace makes molerning assier for leaders, gives real-time information on pilotip end scalability, and provides reporting for accountability and provides reporting for accountability on all levels.		School Specialty
If you're not using the ISS Supply Markety	place yet, please <u>per in tourill</u>	Everything.
We first introduced the School Supply of direct channel for our trusted vendors to a school purchasing involves various stake to the business office and baschess. By of wardors and steepings gour time a various stake steepings on the production of the way, you! The above the way, you! The above the way, you! The above the way you! The above the way you! The above the way is a staken stay and per staken that provide youngers you have the stay of the provide today, and per state that providely supports youngers you have the stay of the stay o	Supplement outrication as a onnect with you. We know that holders, from administrators flaring a focused selection of nt process, we aim to simplify not cost effectiveness. Along the amount of the world, insight	From supplies to safety, oragines to compliate learning environments, it steep a bit to fill a school with everything you need. That safe valve effort a school with everything you need. That safe valve everything to the safety to learn more, visit issueds/services/school-supply.
Since 1055, ISS has been a partner to tho. Thank you for entrusting ISS School Supplial you need to enect, your educational visupport your school's success and the students and teachers.	y with sourcing and delivering rision. We're honored to help	A look inside this edition • Delivery spothglit! • Team interview
Wishing you a rewarding and transformati	ve academic year shead!	- Outdoor play insight
You can follow Keeth at discounts		School budget

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	

2023-24 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 Advertising@ISS.edu

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