



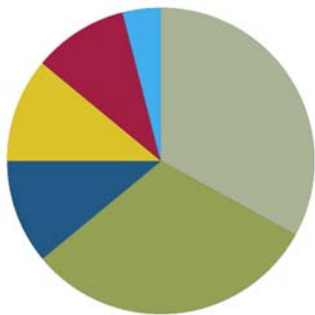
INSTITUTE OF
INTERNATIONAL
EDUCATION

Market directly to the buyers that need your services.

The IIE Advantage

- **More than 18,000** men and women from **175 nations** participate in Institute of International Education programs each year.
- We have **more than 1,000 member institutions** with 750 in the U.S. and the rest overseas.
- International students contribute **more than \$15.5 billion** to the U.S. economy.

Who Participates in IIE Programs?



- **Graduate Students - 33%**
- **Professionals - 31%**
- **Undergraduates - 11%**
- **Technical Trainees - 11%**
- **Faculty - 10%**
- **Teachers - 4%**

Why partner with us?

Founded in 1919, we are an independent, non-profit organization and a world leader in the exchange of people and ideas.

Participating in our publications is an easy way to protect your market share and secure top-of-mind awareness with your clients.

Highlight your institution by advertising your school, program or service in *IIE Networker* and the *2010 IIE Network Membership Directory*. Call your Naylor account executive today to secure your space.

For more information, please contact:

Jeff Bunkin
Naylor, LLC
Phone: 800-369-6220 x3342
Fax: 352-331-3525
jbunkin@naylor.com

INSTITUTE OF
INTERNATIONAL
EDUCATION



IIE DELIVERS:

Connecting you with 6,000 members throughout the year



IIE Networker & Digital Edition

Bi-annual magazine

Features pieces on all aspects of international education in the United States and around the world, including new research, as well as resources and articles that deal with everyday practice. The digital edition is an exact replica of the print version and allows your ad to be directly linked to your company's Web site.



IIE Network Membership Directory

Contains important member contact information which is a vital tool for international educators.

Both publications are distributed directly to 6,100 international educators, university presidents, administrators, deans and study-abroad advisors.

This highly influential audience represents a "Who's Who" of international study.

To learn more about
Institute of International Education, visit:

www.iie.org

IENetworker, biannual publication ***2010 IENetwork Membership Directory***

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Institute of International Education and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of IIE.

Academic Solutions	Fairfield University	Study Places
AHA International	Fulbright Academy of Science & Technology	Sweet Briar College
American University of Beirut	Gilman International Scholarship	Tel Aviv University
American University Center of Provence	Global College of Long Island University	The London School of Economics & Political Science
American University of Paris	Global Volunteers	The Pantheon Institute
American University of Rome	Grace Myhill, LICSW	The Umbra Institute
American University Washington College of Law	IELTS - International English Language Testing System	UC Berkeley Summer Sessions
Amerispan/Don Quijote USA Inc.	Institute of International Education	UGA-Study Abroad Programs
Amigos de las Americas	Intercultural Communications Institute	United States-Indonesia Society
Arcadia University Center for Education Abroad	International Partnership for Service Learning	United Healthcare Student Resources
BCA	John Cabot University- Admissions Office	University of East Anglia
Ben Gurion University of the Negev-Overseas Student Program	KAUST -Institute of International Education	Universidad de Monterrey - International Programs Office
British Council	Kingston University London	Universidad Nacional Autónoma de México (UNAM)
California State University, Northridge	Lakeland College Japan Program	Universidad Nacional de Cordoba-Argentina
CEPAEUROPE	Leading Study Abroad	University of Albany- Study Abroad and Exchanges
CMI Insurance	Linden Tours	University of Arizona- Office of Study Abroad & Student Exchange
College Year In Athens	Maricopa County Community College District for Phoenix College	University of Massachusetts Boston
CSA, Center for Study Abroad	Marsh	University of New York in Prague
Cultural Insurance Services International	Mountbatten Institute	University of Oslo
Deutscher Akademischer Austausch Dienst	New York University	University of the Incarnate Word
Earth Education International	Nido Student Living	Wells Fargo Insurance Services
Eastern Michigan University Academic Programs Abroad	Rotary Foundation Scholarships	
Education New Zealand	School for International Training	
European Association for International Education	Semester at Sea	
European Heritage Institute	Singapore Tourism Board	
	Studio Art Centers International	

IENetworker, biannual publication **2010 IENetwork Membership Directory**

Net Advertising Rates

All magazine rates include the e-Link addition of *IENetworker*.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	3x
Double Page Spread	\$3,624.50	\$3,344.50	\$3,064.50
Outside Back Cover	\$3,184.50	\$3,024.50	\$2,864.50
Inside Front or Inside Back Cover	\$2,974.50	\$2,814.50	\$2,654.50
Full Page	\$2,424.50	\$2,264.50	\$2,104.50
2/3 Page	\$2,204.50	\$2,064.50	\$1,924.50
1/2 Page	\$1,844.50	\$1,744.50	\$1,644.50
1/3 Page	\$1,584.50	\$1,504.50	\$1,434.50
1/4 Page	\$1,404.50	\$1,344.50	\$1,284.50
1/6 Page	\$1,274.50	\$1,224.50	\$1,184.50
1/8 Page	\$1,184.50	\$1,144.50	\$1,114.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,599.50	\$1,439.50	\$1,279.50
2/3 Page	\$1,379.50	\$1,239.50	\$1,099.50
1/2 Page	\$1,019.50	\$919.50	\$819.50
1/3 Page	\$759.50	\$679.50	\$609.50
1/4 Page	\$579.50	\$519.50	\$459.50
1/6 Page	\$449.50	\$399.50	\$359.50
1/8 Page	\$359.50	\$319.50	\$289.50

Higher Education in the U.S.

Use this as your opportunity to get in front of potential students by advertising your U.S. higher education program or institution.

Study Abroad Programs

We invite you to advertise your study abroad program for students and scholars studying abroad to our readers.

Worldwide Teaching

Highlight your global teaching opportunities to our readers in this special section.

New Program Spotlight

Do you have a new program you would like to introduce to more than 1,000 member institutions? Use our New Program Spotlight to launch your newest, never-before-seen programs into the market.

IENetworker, biannual publication **2010 IENetwork Membership Directory**

www.iie.org

Study Abroad Programs

IIE's known globally for opening doors to international understanding. To forward that vision, IIE publishes a biannual magazine and a directory. ***IENetworker*** magazine and the **2010 IENetwork Membership Directory** are distributed to study-abroad advisors responsible for assisting students in planning their education in other countries. We invite you to advertise your study abroad program for students and scholars studying abroad to our readers.

Choose the desired size and issue(s) in which you would like your ad to appear:

- Full-page, full-color: U.S. \$2,299.50
- 1/2-page, full-color: U.S. \$1,139.50
- 1/4-page, full-color: U.S. \$689.50
- 1/8-page, full-color: U.S. \$449.50
- IENetworker*, Spring 2010 (IIE-B0110)
- IENetworker*, Fall 2010 (IIE-B0210)
- 2010 IENetwork Directory, Fall 2010 (IIE-D0110)

**All magazine rates include the e-Link addition.*

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). IIE-B0110 (LR 10/13/08 IIE-B0109)

Please sign and return to:

Jeff Bunkin
Naylor, LLC
Phone: 800-369-6220 x3342
Fax: 352-331-3525
jbunkin@naylor.com



INSTITUTE OF
INTERNATIONAL
EDUCATION

IENetworker, biannual publication ***2010 IENetwork Membership Directory***

New Program Spotlight

Do you have a new program you would like to introduce to IIE readers? Use our New Program Spotlight to launch your newest, never-before-seen products into the market. Your advertisement includes a 100-word description and picture of the new program or institution. Tell potential students about your new programs and the solutions it offers them. To participate, fill out the form below and return to your Naylor account executive today. Space is limited, so reserve your spot today!

- 1/6-page ad, full-color: \$499.50**

Choose which issue you would like your ad to appear:

- IENetworker*, Spring 2010 (IIE-B0110)
- IENetworker*, Fall 2010 (IIE-B0210)
- 2010 IENetwork Directory*, Fall 2010 (IIE-D0110)

*All magazine rates include the e-Link addition.

Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). IIE-B0110 (LR 10/13/08 IIE-B0109)

Please sign and return to:

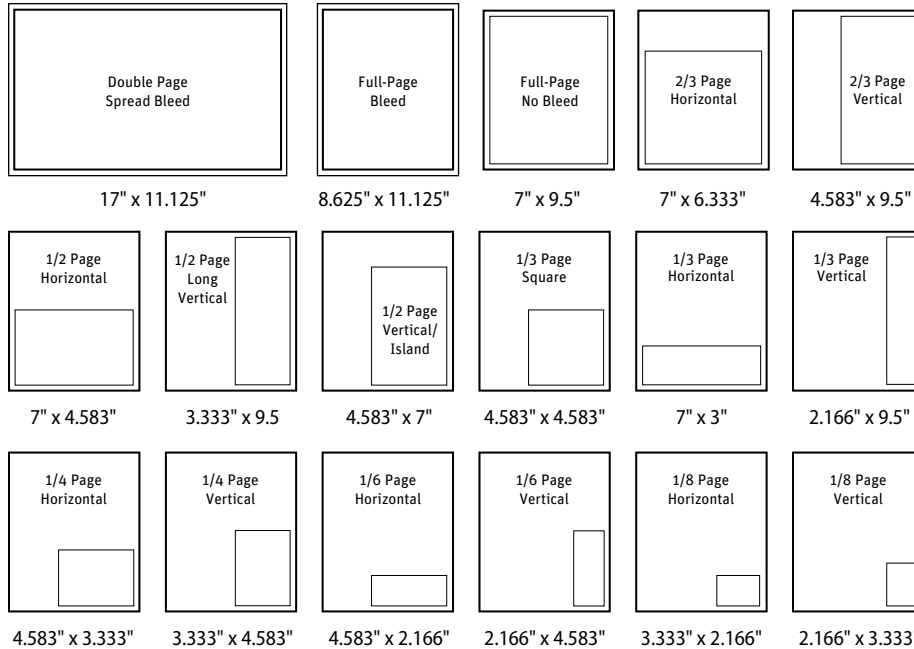
Jeff Bunkin
Naylor, LLC
Phone: 800-369-6220 x3342
Fax: 352-331-3525
jbunkin@naylor.com



INSTITUTE OF
INTERNATIONAL
EDUCATION

Print Advertising Specifications

Directory/Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Online Specifications

Note: For maximum readability, online ad text should be set at a minimum of 18 point using a sans serif font.

Digital Edition

eSponsorship

- 645 x 465 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

eSkyscraper

- 228 x 1140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

***Setting Up Flash Creatives**

If supplying a Flash creative, you must also supply a backup gif or jpg to serve those users who do not have the Flash plug-in. A hard-coded URL must NOT be used. In order for our software to track clicks, we require your Flash creative to be set up using our guidelines as follows:

1. From Macromedia Flash, open your .fla file.
2. Select the frame or object that you would like to track the click on.
3. From the Modify menu, select Instance. The Instance Properties screen will appear. Change the object behavior to Button.
4. Right-click on the symbol and select Actions.
5. From the Actions menu, select the OnMouse event and check the "Press" option.
6. From the Actions menu, add a getURL action and in the URL box type "url" (no quotes) in lowercase and check the "Expression" option next to it. In the Window field, select "_blank" and make sure Variables is set to Don't Send. DO NOT TYPE THE COMPANY URL but the word URL. Your code should look like this:

```
on (press) {  
  getURL(url, "_blank");  
}
```

If you are using Flash MX, just enter the code as shown below:

```
on (press) {  
  getURL(url, window="_blank");  
}
```

7. Click the OK box to accept the changes and proceed to publish or export your .SWF. Your Flash file is now ready to be tracked. The purpose of setting up your Flash creative like this is so that we can control the URL. This means that you will still need to supply us with your intended URL, just not hard-coded into the Flash file. Should you wish to change your URL, just notify us and we can change it at any time.

For more information on how to track Flash Banners at the Macromedia Rich Media Advertising Center, visit:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

IENetworker, biannual publication

Digital Edition

In addition to print, *IENetworker* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's Web site.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your Web site
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's Web site. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's Web site



eSponsorship* | \$1,700

Your message will be prominently displayed directly across from the cover of the magazine.

eToolbar | \$900

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

eSkyscraper | \$1,500

The eSkyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

*Animation and video capabilities available

IENetworker, biannual publication

Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

1. Select from the following options:

- eSponsorship** | \$1,700
- eSkyscraper** | \$1,500
- eToolbar** | \$900

All rates are per insertion. Invoices are issued upon publication.

2. Choose the issue(s) in which you would like your ad to run:

- IENetworker, Spring 2010 (IIE-B0110)*
- IENetworker, Fall 2010 (IIE-B0210)*

3. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days' exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. IIE-B0110 (LR 10/13/08)

Please sign and return to:

Jeff Bunkin
Naylor, LLC
Phone: 800-369-6220 x3342
Fax: 352-331-3525
jbunkin@naylor.com



INSTITUTE OF
INTERNATIONAL
EDUCATION

Direct-Mail Opportunities

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *IIE Networker* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

Your direct-mail piece will reach every member of the Institute of International Education. Target **more than 6,000** international educators, university presidents, administrators, deans and study-abroad advisors.

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
1 page (2 surfaces)	<input type="checkbox"/> \$1,979.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$2,469.50
Postcard	<input type="checkbox"/> \$1,979.50

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). IIE-B0110 (LR 10/13/08 IIE-B0109)

Please sign and return to:

Jeff Bunkin
Naylor, LLC
Phone: 800-369-6220 x3342
Fax: 352-331-3525
jbunkin@naylor.com

