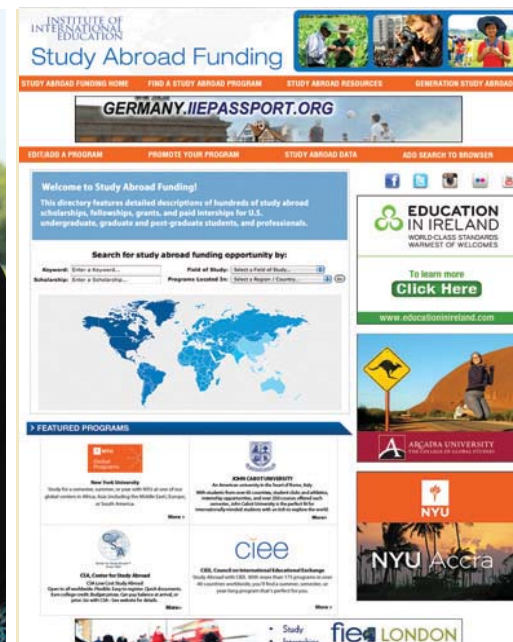


INSTITUTE OF INTERNATIONAL EDUCATION

2015 MEDIA KIT



Funding resources for Generation Study Abroad.

Study Abroad Funding Interactive Directory

FOR MORE INFORMATION, PLEASE CONTACT:

www.studyabroadfunding.org

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



Print, Online and Event
Solutions for Associations



Study Abroad Funding Interactive Directory

www.studyabroadfunding.org

Connecting you with IIE
throughout the year



The IIE Advantage

- The *Study Abroad Funding Interactive Directory* connects students to **more than 300** study abroad related scholarships, fellowships and grants.
- The *Study Abroad Funding Interactive Directory* is an **important resource** for lowering study abroad costs.
- The directory features detailed descriptions of hundreds of study abroad scholarships, fellowships, grants, and paid internships for **U.S. undergraduate, graduate and post-graduate students, and professionals**



Who We Are

IIE's mission is to advance international education and access to education worldwide.

We accomplish this by:

- Managing scholarships, training, exchange and leadership programs
 - Conducting research and facilitating policy dialogue on global higher education
 - Protecting scholarship around the world
-

Study Abroad Funding Interactive Directory

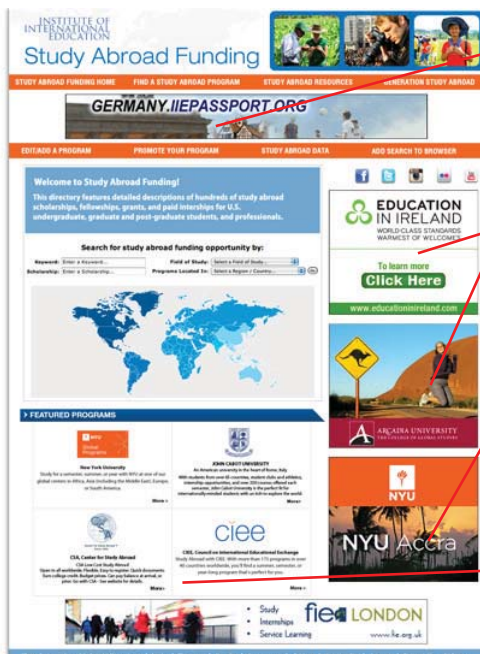
Study Abroad Funding Interactive Directory

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The *Study Abroad Funding Interactive Directory* is a user-friendly forum designed to bring suppliers and end users together. Available 24 hours a day, 365 days a year, the *Study Abroad Funding Interactive Directory* makes it easy to locate products and professional services geared to higher education professionals. With hyperlinks, multiple search capabilities and richer search results, our *Study Abroad Funding Interactive Directory* is designed to drive the purchasing process and bring customers to your site with a few clicks.

***Study Abroad Funding Interactive Directory* is a reference at your fingertips:**

- Cross promoted in other IIE publications and communication pieces
- Optimized to drive traffic from search engines and the IIE home page
- Categorical layout allows efficient browsing with fewer clicks
- The Add Search to Browser function allows users to set the directory as their default browser, bringing them directly to your listing when they search the Web
- Directs visitors to the landing page of your choice to learn more about your business
- Vertical search capability with Google integration returns richer results
- Consumers come to you when they are ready to buy
- Various ad sizes and display options make it easy to customize your listing and enhance content



Leaderboard Package | \$3,000 728x90

One run of site spot available with 8 advertisers rotating in position

Complimentary Premier Listing – a \$300 value!

Run of Site Rectangles | \$3,500 300x250

2 spots available with 2 advertisers rotating per position.

Complimentary Premier Listing – a \$300 value!

Regional Rectangle | \$1,100 for regional based ad, \$500 for country based ad.

1 spot available on the region or country of your choice. All ads will rotate on homepage.

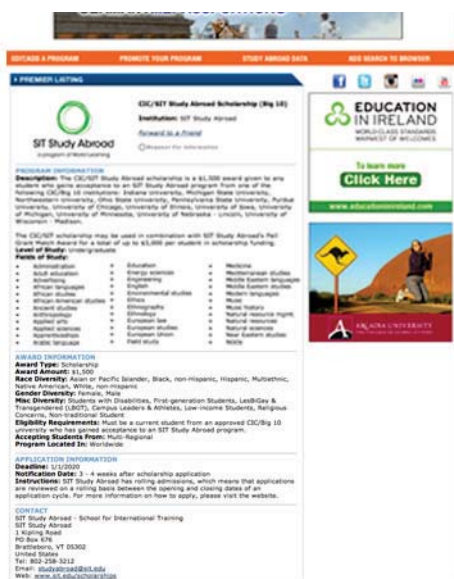
Featured Programs | \$2,750

This prime position on the homepage includes logo, text and links to the website. Four positions available with 4 advertisers rotating per position.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.



Study Abroad Funding Interactive Directory



Premier Listing additional features:

- **Full-color company logo**
- **Active website, Facebook, Twitter and LinkedIn links, and email address**
- **Extended company profile and products and services listing**
- **Full-color product image and description** — can be hyperlinked to any Web page of your choice
- **Google Map It!** — displays a Google map of your business location
- **Google site search** — allows users to search your company website directly from your Premier Listing
- **Request for information** — generates a form through which users can contact a designated representative from your business directly

Premier Listing Package* | \$300

Premier Listings are designed to offer heightened visibility within the *Study Abroad Funding Interactive Directory*. Premier Listings appear on a first-come, first-listed basis on top of all basic listings, ensuring they are seen first.

Upgrade your basic listing to include detailed program, award, eligibility and application information.

**Additional premier listings \$100*

Premier Listing and MP4 Video | \$500

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Additional premier listings \$300

Premier Listing with Apply Now Button | \$350

Upgrade your basic listing to include detailed program, award, eligibility and application information. Button links to your online application process.

Additional premier listings \$115

Premier Listing with Apply Now Button and Video | \$550

Bring your Premier Listing to life and your application to our visitors. Add a video and a button linking directly to your online application process. Videos can run up to 5 minutes.

Additional premier listings \$350

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INSTITUTE OF
INTERNATIONAL
EDUCATION



Study Abroad Funding Interactive Directory

Premier Listing Package

Premier Listings are designed to offer heightened visibility within the *Study Abroad Funding Interactive Directory* by appearing in alphabetical order on top of all basic listings.

Premier Listings include all basic listing information, including company name, address, phone and fax.

All ads will be posted for one year. Advertisers will receive campaign performance reports that detail ad impressions and click throughs on an as-requested basis.

☐ **Premier Listing | \$300**

Additional listings: **\$100** x _____ (additional listings)

☐ **Premier Listing w/ Apply Now Button | \$350** (Button links to your online application process.)

Additional listings: **\$115** x _____ (additional listings)

☐ **Premier Listing with MP4 Video | \$500**

Additional listings: **\$200** x _____ (additional listings)

☐ **Premier Listing with Apply Now Button and Video | \$550**

Additional listings: **\$200** x _____ (additional listings)

Premier Listing additional features:

- Full-color company logo
- Active Web link and email address
- Extended company profile and products and services listing
- Detailed program, award, eligibility and application information

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be prorated 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-00114)

Please sign and return to:

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



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Naylor charges a \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.

- Google Map it! Feature—Displays a Google map of your business location
- Google site search feature—Allows users to search your company Web site directly from your buyers' guide listing
- Request for Information feature—Generates a form through which users can contact a designated representative from your business directly

Study Abroad Funding Interactive Directory

Space Reservation Form

To reserve your space in the *Study Abroad Funding Interactive Directory*, select from the following options below, then return this completed form to your Naylor account executive.

All ads will be posted for one calendar year. Advertisers will receive campaign-performance reports that detail ad impressions and click throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

Select Desired Option(s):

- | | |
|--|---|
| ☐ Leaderboard Package \$3,000 | ☐ Featured Program: \$2,750 |
| ☐ Run of site Rectangles: \$3,500 | ☐ Premier Listing: \$300 |
| ☐ Regional Rectangle: \$1,100 | ☐ Premier Listing w/ Apply Now Button: \$350 |
| ☐ Country Based Rectangle: \$500 | |

Naylor charges a \$50 artwork surcharge for artwork creation or changes. The \$50 artwork surcharge will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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 prorated 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-00114)

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