

# 2012 Advertising Opportunities with IECA

Reach 5,000 IECs and Admission Professionals!



There are several opportunities to reach IECA member consultants, affiliated schools, colleges and programs, some for as little as 10¢ per contact. When you advertise with IECA, you are specifically targeting IECA member consultants who assist students and families in choosing schools, colleges, or programs that meet their individual needs and goals, as well as admission representatives and administrators at these schools. The newsletter and advertisements are also posted online so they are accessible to parents and the general public.

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## Insights Newsletter Print Ads

*Insights*, IECA's bimonthly newsletter, is mailed to all IECA members, schools, colleges, and programs, with a total circulation of nearly 5,000. Ads reach all subscribers, including over 940 IECA members; 600 non-member educational consultants; 1,700 college admission officers; 400 boarding school admission representatives and administrators; 100 LD program representatives; 100 post-secondary program/gap year/summer program representatives; 600 therapeutic programs; and 300 other educational professionals. In addition, many people download the newsletter directly from our Web site.

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## Brochure Insertions

Insert your flyer, brochure, or CD into IECA's *Insights* mailings. *Insights* is mailed to all IECA member consultants. We now accept a limited number of insertions from schools, colleges, or programs in the form of postcards, flyers, or brochures. All insertions must be approved by IECA at least one month prior to insertion.

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## Conference Guide Ads

### **NOW AVAILABLE IN FULL COLOR!**

The IECA Conference on-site Guide is an essential tool for attendees. It contains the conference schedule, breakout sessions, and contact information of all registrants, sponsors, exhibitors, and College Fair/Information Swap participants at our national conference. Advertising in the Guide is an excellent opportunity to reach this targeted audience during the conference and beyond. It will be referred to by each attendee throughout the event, and since the Guide lists phone contact information it has a long shelf life as an important resource used by consultants, school representatives, and others, long after the conference.

## Editorial Focus **NEW!**

Throughout the year, special articles will highlight key topics. Consider advertising in issues of *Insights* which your target audience will hold onto long after publication.

### **February/March**

Conference Preview  
Graduate School Admissions

### **April/May**

Learning Disabilities

### **June/July**

Special Needs

### **August/September**

Conference Preview  
International Advising

### **October/November**

College Admissions

### **December 2012/January 2013**

School Admissions

# 2012 IECA Advertising Insertion Order



Organization(s)/School(s) \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-Mail: \_\_\_\_\_

## Insights Advertising

Reserve six ads and receive one free black & white ad in a conference guide (same size as reserved Insights ad). All Insights ads must be submitted in PDF format, in black & white.

### 1) Choose ad size & number of issues:

**1 Issue    3 Issues    6 Issues\***

- Full page  
Number of issues:  \$925     \$2,575     \$4,625  
(7-1/2" w x 9-3/4" h)
- Half page  
Number of issues:  \$600     \$1,650     \$3,000  
(3-5/8" w x 9-3/4" h; or  
7-1/2" w x 4-3/4" h)
- Quarter Page  
Number of issues:  \$400     \$1,100     \$2,000  
(3-5/8" w x 4-3/4" h)

\*The 6 issue rate includes one free ad

### 2) Choose the issues you would like your ad to appear in:

Issue	Artwork Due	Editorial Focus
<input type="radio"/> February/March	January 10	Conference Preview/ Grad School Admissions
<input type="radio"/> April/May	March 10	Learning Disabilities
<input type="radio"/> June/July	May 10	Special Needs
<input type="radio"/> August/September	July 10	Conference Preview/ International Advising
<input type="radio"/> October/November	August 10	College Admissions
<input type="radio"/> December/January	November 10	School Admissions

## Insights Brochure Insertion

(prices are per issue; contact us for heavier weights. Advertiser provides all copies of brochure/flyer insertion to IECA)

### Insights

- 1 ounce insert     \$750 (to IECA members only)  
                                   \$1,300 (to all subscribers)
- 2 ounce insert     \$875 (to IECA members only)  
                                   \$1,800 (to all subscribers)

## Conference Guide Ads

**NOW AVAILABLE IN FULL COLOR!**

### SPRING CONFERENCE

Space Reservation Deadline: March 20, 2012; Artwork Due: March 30

### FALL CONFERENCE

Space Reservation Deadline: September 20, 2012; Artwork Due: Sept. 30

### ADVERTISERS

If you reserved six ads in Insights, you receive one free black & white guide ad (same size as reserved Insights ad). Submit ads in PDF format.

### Check here if you qualify for a free black & white ad

**Full Page:** (7-1/2" w x 9-3/4" h)

- black & white (\$695)                       Full color (\$800)

**Half Page:** \$425 (3-5/8" w x 9-3/4" h or 7-1/2" w x 4-3/4" h)

- black & white (\$425)                       Full color (\$500)

### SPONSORSHIP ADS

Conference sponsors are included in the conference sponsor list and on signage during the event. For more information on sponsorships benefits, please refer to IECA's sponsorship brochure found at:

[www.iecaonline.com/sponsorships.html](http://www.iecaonline.com/sponsorships.html)

All sponsorship ads print in full color and are full page (7-1/2" w x 9-3/4" h).

- Back Cover: \$4,000                       Inside Covers: \$2,500

### Terms:

- IECA reserves the right to reject any advertising not appropriate to its membership
- Advertisers and their agents assume liability for the content of advertisements printed.
- Publication of an advertisement by IECA is in no way an endorsement of the advertiser, or the products/services being advertised.
- Invoices will be sent with a tear sheet upon publication of advertisement.
- To ensure accuracy, IECA requires all provided ads to be sent in PDF format. IECA will make every effort to contact advertisers of potential problems with their ads. However, the Association is not responsible for typographical errors or printing errors due to improper formatting of the advertisement provided by the advertiser.

I agree to these specifications and terms (please sign below):

\_\_\_\_\_ Date: \_\_\_\_\_

Return this application to Sarah Brachman, Manager of Communications:  
IECA, 3251 Old Lee Highway, Suite 510, Fairfax, VA 22030  
Sarah@IECAonline.com • Phone: 703-591-4850 • FAX: 703-591-4860