



## ISS Media Kit • 2023-24

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 5** or contact us at [Advertising@ISS.edu](mailto:Advertising@ISS.edu).

# NEWSLINKS

## DIGITAL AD OPPORTUNITY

Published three times a year as a digital flipbook magazine, ISS NewsLinks reaches thousands of educators as a hub of news, resources, and reflections from the world of international education. 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 vast community, we promote NewsLinks prominently on the ISS home page and social media platforms.

View previous editions of [ISS NewsLinks at ISS.edu](https://www.iss.edu) >>

Photo, right: April 2023 NewsLinks digital cover  
Publication layout and design subject to change



## Pricing and Schedule

| Ad Type   | 1 insert, each | 2 inserts, each | 3 inserts, each | Savings for 2 inserts | Savings for 3 inserts | Dimensions          |
|---|----------------|-----------------|-----------------|-----------------------|-----------------------|---------------------|
| Back Cover, Last Page<br>Limit 1 advertiser per issue                   | \$4,715.00     | \$4,007.75      | \$3,300.50      | -15%                  | -30%                  | 10"W x 14"H         |
| Interior First/Interior Last page<br>Limit 1 advertisers each per issue | \$4,370.00     | \$3,714.50      | \$3,059.00      | -15%                  | -30%                  | 10"W x 14"H         |
| Full Page, Standard   | \$3,795.00     | \$3,225.75      | \$2,656.50      | -15%                  | -30%                  | 10"W x 14"H         |
| 1/2 Page Horizontal   | \$2,990.00     | \$2,541.50      | \$2,093.00      | -15%                  | -30%                  | 10" W x 6.833" H    |
| 1/4 Page Vertical   | \$1,955.00     | \$1,661.75      | \$1,368.50      | -15%                  | -30%                  | 4.917" W x 6.775" H |

### Edition I Publication

Ad agreement due: Sept 29, 2023  
Ad materials due: Sept 30, 2023

### Edition II Publication

Ad agreement due: Dec 1, 2023  
Ad materials due: Jan 29, 2023

### Edition III Publication

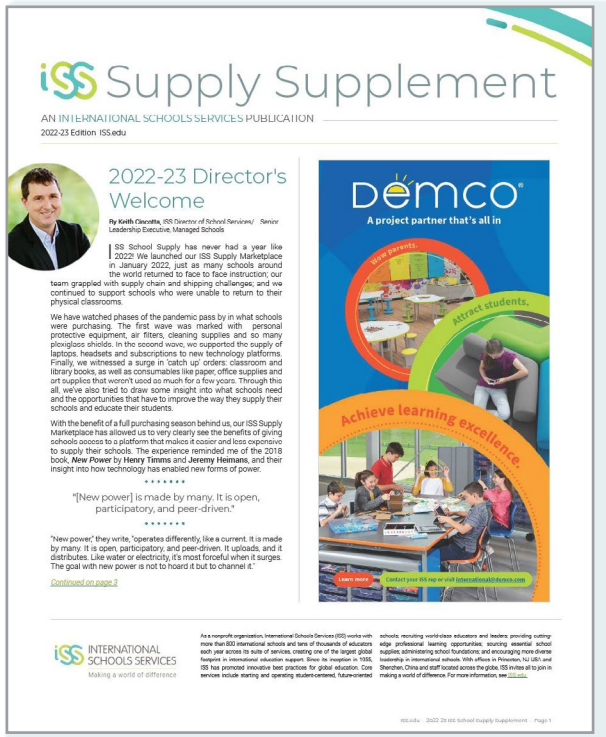
Ad agreement due: Mar 8, 2024  
Ad materials due: Apr 8, 2024

## Getting Started

To reserve space(s), please fill the **Media Order Form** on **page 5** or contact [Advertising@ISS.edu](mailto: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



# SCHOOL SUPPLY SUPPLEMENT

## DIGITAL AD OPPORTUNITY

Advertising in the annual School Supply Supplement gets you in front of international schools before they begin purchasing supplies for the upcoming year. The digital flipbook magazine 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.

View previous [ISS School Supply Supplements at ISS.edu >>](https://www.iss.edu/school-supply-supplements)

Photo, left: 2021-22 School Supplement digital cover  
Publication layout and design subject to change

## Pricing and Schedule

| Ad Type   | 1 insert, each | Dimensions                  |
|---|----------------|-----------------------------|
| Front Cover, First Page<br>Limit 1 advertiser per issue                 | \$1,850.00     | 4.92" W x 9.4" H            |
| Back Cover, Last Page<br>Limit 1 advertisers per issue                  | \$1,380.00     | 10"W x 14"H                 |
| Interior First/Interior Last Page<br>Limit 1 advertisers each per issue | \$1,275.00     | 10"W x 14"H                 |
| Full Page, Standard   | \$1,150.00     | 10" W x 14" H               |
| 1/2 Page Horizontal   | \$815.00       | 10" X 6.833"                |
| Full Page Spread (2 pages)  | \$2,015.00     | Each Page:<br>10" W x 14" H |

### 2023-24 Publication

Ad agreement due: Aug 11, 2023  
Ad materials due: Sept 11, 2023

## Getting Started

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- RGB



# THE ISS SUPPLY MARKETPLACE

## DIGITAL AD OPPORTUNITY

Exclusive to ISS Supply Marketplace vendors

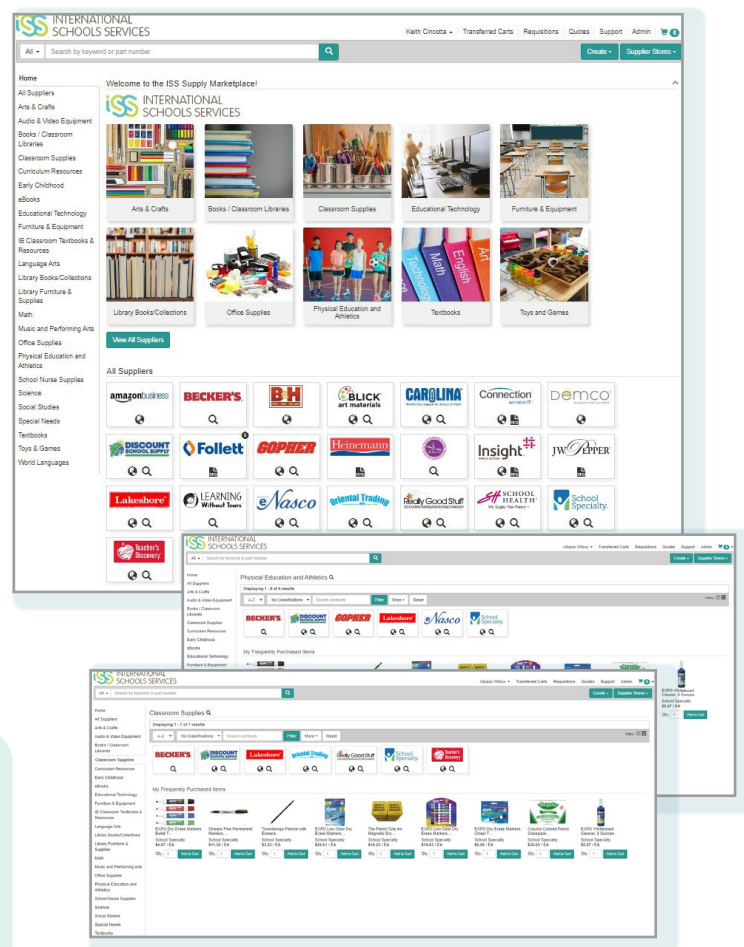
The ISS Supply Marketplace is the new, convenient online shopping experience for international schools to access best-in-class products and efficiently coordinate schools' entire ordering process – all in one place.

Get in front of hundreds of these users with the following advertising opportunities, offers **exclusive to ISS Supply Marketplace vendors!**

### BY THE NUMBERS

As of February 2023:

- **55+ international schools** are either currently using the ISS Supply Marketplace or in the process of onboarding
- Since April 2022, the platform has received **165K views**
- Schools have purchased over **117,000 different items** in the platform, valuing almost **\$2.7 million USD**



Top: The ISS Supply Marketplace landing page  
Middle: Physical Education and Athletics category page  
Bottom: Classroom Supplies category page

## Pricing and Getting Started

| Ad Type  | Price per  | Dimensions   |
|--|------------|--|
| <b>Bundle A:</b> One top right ad on the landing page, plus two ads on available category pages of your choosing | \$1,450.00 | <i>Top landing page ad:</i><br>270px W by 430px H<br><i>Category page ads:</i><br>615px W by 165px H   |
| <b>Bundle B:</b> One lower ad on the landing page, plus two ads on available category pages of your choosing     | \$1,150.00 | <i>Lower landing page ad:</i><br>615px W by 165px H<br><i>Category page ads:</i><br>615px W by 165px H |
| <b>Single A:</b> One top right ad on the landing page  | \$1,150.00 | 270px W by 430px H   |
| <b>Single B:</b> One lower ad on the landing page  | \$875.00   | 615px W by 165px H   |
| <b>Single C:</b> One ad on a category page of your choosing  | \$295.00   | 615px W by 165px H   |

ISS Supply Marketplace ads are available on a **three month basis**.

To reserve your space(s), fill the **Media Order Form** on **page 5** or contact [Advertising@ISS.edu](mailto:Advertising@ISS.edu).

Please send your file as:

- PNG or JPEG file
- RGB

# ISS Media Order Form

Thank you for taking the time to review our advertisement opportunities. Please fill out the following details and select your advertising options, then send completed forms to [Advertising@ISS.edu](mailto:Advertising@ISS.edu). We're so glad you've chosen to promote your company with ISS!

| Publication Type          | Type of Ad                 | Edition number, if applicable | Number of Issues | Cost per Issue    | Ad Cost |
|---------------------------|----------------------------|-------------------------------|------------------|-------------------|---------|
| <i>Example: NewsLinks</i> | <i>1/2 Page horizontal</i> | <i>Edition I, Edition III</i> | <i>2</i>         | <i>\$2,210.00</i> |         |
|                           |                            |                               |                  |                   |         |
|                           |                            |                               |                  |                   |         |
|                           |                            |                               |                  |                   |         |
| <b>Total Ad Cost:</b>     |                            |                               |                  |                   |         |

## 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