

2016 Annual Meeting
17-20 November
Boston Marriott Copley Place
Boston, MA



Middle East Studies Association
 3542 N. Geronimo Avenue
 Tucson AZ 85705 (USA)
 (520) 333-2577 • fax (520) 207-3166
 mark@mesana.org • www.mesana.org



ADVERTISING INFORMATION

Publication	Publication date	Reservation date	Ad materials due
u*Issues in Middle East Studies (IMES)	October 2016 April 2017 October 2017	September 16, 2016 March 17, 2017 September 15, 2017	September 23, 2016 March 24, 2017 September 22, 2017
uAnnual Meeting Program	November 2016	October 10, 2016	October 17, 2016

uReview of Middle East Studies (RoMES) offers banner ads through Cambridge Journals Online (www.journals.cambridge.org/RMS).

*IMES is an electronic publication for all MESA members. It is also distributed in print version to MESA's institutional members (55) and individual members who make such a request (approximately 200).

Reach Your Target Audience!

MESA's circulation includes professors, specialists, students, NGOs, libraries, and major academic institutions.

Choose one or more of our advertising opportunities: display advertising in one of MESA's premiere publications—the biannual Issues in Middle East Studies (IMES) and the MESA Annual Meeting Program; conference sponsorships or rental of the MESA membership mailing list.

Let us tailor a mailing list especially for you and your needs. Visit the website www.mesana.org and click on 'Advertising'.

Annual Meeting Advertising Opportunities

- ♦ **WiFi Lounge**
Sponsor one or more days of WiFi connectivity for conference attendees. Includes exclusive benefits for sponsors; the best deal is for a four-day sponsorship.
- ♦ **Lanyards**
Your company name, logo and/or website featured on every attendee's name badge lanyard!
- ♦ **Tote Bags**
Tote bag sponsorship includes bag and one advertising specialty item inside.
- ♦ **Promotional Handouts**
Place a flyer, pen, magnet, coupon or another item of your choice to be included in the conference tote bag.

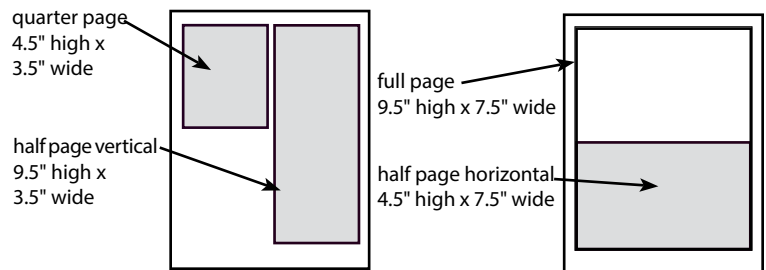
MESA's Policy on Advertising

Appropriate advertisements are accepted for MESA publications on a space available basis. MESA reserves the right to refuse ads it deems inappropriate or in conflict with MESA's objectives. MESA publications will not accept advertising from defense and intelligence-related agencies from any government. The appearance of an ad in any MESA publication does not imply endorsement by MESA.

Advertiser represents and warrants that the advertisement and contents therein will not infringe upon any patent, trademark, or copyright; MESA reserves the right to reject any advertisement for any reason and in its sole discretion.

Display Ads

IMES and Annual Meeting Program
 Finish trim size 8½" wide x 11" high



Review of Middle East Studies (RoMES)

\$300/£180 per month

Banner ads only. Bundle packages available... Please inquire. Banner adverts must be submitted as email attachments in gif or jpg; must be in RGB; with a file size no larger than 25KB; be sized at 90 x 180 pixels (h x w); and a URL must be provided. Please email files to USAdSales@cambridge.org

Mechanical Requirements

Preferred ad format is .pdf set to "Press Quality". Images should be 355 dpi or higher resolution. All ads are black and white (grayscale) with the exception of the MESA Annual Meeting Program back cover ad (four color with bleed); please contact Mark Lowder for availability and specifications.

Need help?

MESA can typeset or design your ad for you. We offer graphic design services for \$35/hour. Please contact Mark Lowder (mark@mesana.org) for information or assistance.

MESA ADVERTISING INSERTION ORDER FORM

1 _____
COMPANY Name

2 _____
Address

Contact Name

Address

Phone

Fax

Email

Web URL

For ads prepared by an ad agency—a tear sheet should be sent to the following address:

Name

Address

Phone

Email

3 **Payment**
Total _____

Send Invoice

Check Enclosed: Please make checks payable to **MESA**

Checks must be in US dollars & drawn on a US bank

Charge **VISA • MASTERCARD • AMERICAN EXPRESS • DISCOVER**

Send Tear Sheet: **Email** **Hard Copy**

Note: Due to the extra credit card processing fees, payment by check is greatly appreciated.

Card number

Expiration

Billing address

City, State

Country

Zip

Cardholder

CVV (3-digit code)

Signature

4 **Choose Publication(s)**

Ad Packages

Have us put together an ad package to include at least 3 ads to receive a discount! Contact Mark Lowder (mark@mesana.org) for information and rates.

Issues in Middle East Studies

Choose Issue(s)

- October 2016 Issue (insertion order by Sept. 16 & copy by Sept. 23; publication to membership in October)
- April 2017 Issue (insertion order by March 17 & copy by March 24; publication to membership in April)
- October 2017 Issue (insertion order by Sept. 15 & copy by Sept. 22; publication to membership in October)

Choose Display Ad Size(s)

- Quarter-page ad (3.5" wide x 4.5" high).....\$ 225
- Half-page ad horizontal (7.5" wide x 4.5" high).....\$ 375
- Half-page ad vertical (3.5" wide x 9.5" high)\$ 375
- Full-page ad (7.5" wide x 9.5" high)\$ 625

Web-Only Employment or Summer Programs Ads

- Web listing.....\$ 75

Employment and/or summer program ad text is accepted as email message and/or attachment (NO PDFs). Please limit text ads to 500 words.

MESA Review of Middle East Studies

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Annual Meeting Program

(Insertion order by Oct.13 & copy by Oct. 20; publication is distributed at conference; ads must be paid in full by Oct. 13)



- Quarter-page ad (3.5" wide x 4.5" high)..... \$250 (\$225)
- Half-page ad-Vertical (3.5" wide x 9.5" high)..... \$ 425 (\$385)
- Half-page ad-Horizontal (7.5" wide x 4.5" high).. \$ 425 (\$385)
- Full-page ad (7.5" wide x 9.5" high) \$ 700 (\$630)
- Double page spread (2 @ 7.5" wide x 9.5" high)\$1325(\$1190)
- Back Cover ad (7.5" wide x 9.5" high)..... \$2500 (none)

Graphic Services

Design/typesetting services.....\$ 35/hour

Submitting digital files? A pdf file is preferred. Set for "Press Quality"; black and white only (line art or grayscale); resolution 355 dpi or higher; no bleeds; and embed all fonts. Newsletter back cover is black plus one PMS color. Annual Meeting back cover ad is 4 color with bleed available. Contact Mark Lowder to reserve the back cover and get specifications.



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