



2017 Annual Meeting
November 18-21
Marriott Wardman Park Hotel
Washington, DC



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

Reach Your Target Audience!

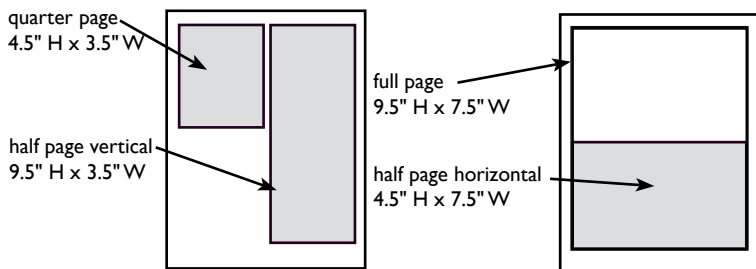
MESA's circulation includes professors, specialists, students, NGOs, libraries, and major academic institutions. Choose one or more of our advertising opportunities: display advertising in one of MESA's premiere publications—the biannual *Issues in Middle East Studies (IMES)* and the *MESA Annual Meeting 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'.

Display Ads

<u>Publication</u>	<u>Publication Date</u>	<u>Reservation Date</u>	<u>Ad Materials Due</u>
Annual Meeting Program	November 2017	October 9, 2017	October 16, 2017
Issues in Middle East Studies (IMES) <i>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).</i>	April 2017 October 2017 April 2018	March 17, 2017 September 15, 2017 March 16, 2018	March 24, 2017 September 22, 2017 March 23, 2018

Specifications

Finish trim size 8½" wide x 11" high



Mechanical Requirements

Preferred ad format is .pdf set to "Press Quality". Images should be 355 dpi or higher resolution. All ads should be submitted in black and white (grayscale) with the exception of the *MESA Annual Meeting Program* back cover and inside back cover ads (four color with bleed); Please contact Mark Lowder (mark@mesana.org) for availability and specifications. Display ads for *IMES* may be submitted in color for the electronic version but will be converted to black and white for the printed version.

Additional Annual Meeting Advertising Opportunities

♦ Mobile App Banner Ads

Placing a banner ad on MESA's Mobile App (limited number available) is another way to get noticed at the Annual Meeting.

♦ Promotional Items (fee does not include promotional item)

Advertise your business with a flyer, pen, magnet, bookmark, coupon, etc. to be distributed with other registration materials upon check-in.

Annual Meeting Sponsorship 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 1-color/1-location imprinted tote bag plus the option to include one promotional item (to be supplied by advertiser).

Please contact Rose Veneklasen (rose@mesana.org) if you have questions or would like more info on becoming a MESA sponsor.

Banner Ad in Review of Middle East Studies (RoMES)

RoMES offers banner ads through Cambridge Journals Online (www.journals.cambridge.org/RMS). For more info, please contact: advertising@cambridge.org

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.

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**

 Card number

 Expiration

 Billing address (if different from above)

 City, State

 Country

 Zip

 Cardholder

 CVV (3-digit code)

 Signature

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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)

- 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)
- April 2018 Issue** (insertion order by March 16 & copy by March 23; publication to membership in April)

Choose Display Ad Size(s)

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

Web-Only Employment or Summer Programs Ads

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

- Employment Web listing.....\$75
- Summer Program Web listing.....\$75

Banner Ads

- MESA Mobile App (10 available).....\$300

Review of Middle East Studies web banner ads available.

For more information, contact advertising@cambridge.org.

Annual Meeting Program Ads

(Insertion order by Oct. 9 & copy by Oct. 16; publication is distributed at conference; ads must be paid in full by Oct. 9)



- Quarter page (3.5" wide x 4.5" high).....\$250 (\$225)
- Half page-Vertical (3.5" wide x 9.5" high).....\$425 (\$385)
- Half page-Horizontal (7.5" wide x 4.5" high).....\$425 (\$385)
- Full page (7.5" wide x 9.5" high).....\$700 (\$630)
- Double page spread (2 @ 7.5" wide x 9.5" high).....\$1325 (\$1190)

Please inquire about availability of Back Cover and Inside Back Cover.

- Back Cover (8.5" wide x 11" high)*.....\$2500 (none)
 - Inside Back Cover (8.5" wide x 11" high)*.....\$2000 (none)
- *Full color with bleeds on all sides

Annual Meeting Promotional Item

Flyer, pen, magnet, bookmark, coupon, etc. to be included with registration materials. Insertion orders due Oct. 9 & promotional item(s) must be delivered to MESA Secretariat by Nov. 1.

- One item*.....\$625
- Two items*.....\$1125
- Three items*.....\$1685

*Please indicate type of item above.