

ADVERTISING OPTIONS WITH MESA

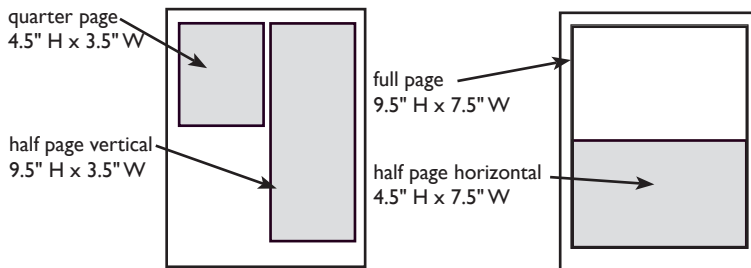
Reach Your Target Audience!

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 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 2023	September 1, 2023	September 20, 2023
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 (35 or so) and individual members who make such a request (approximately 400).</i>	April 2023 November 2023	March 30 2023 September 30, 2023	April 7, 2023 November 10, 2023

Program Ad Specifications (see pg 2 for IMES specs) 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. 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). 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 with the exception of the back page.

Additional Annual Meeting Advertising Opportunities

♦ Sponsorship

Sponsoring offers your greatest exposure to conference attendees (gold, silver, and bronze levels). Consider sponsoring a coffee break in the book exhibit or having your logo on the conference tote bag.

♦ 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.
Specs: 600 x 110 pixels @ 72 dpi (plus the url you want linked to your banner ad).

♦ Promotional Items (fee does not include promotional item)

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

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

4 **Choose Publication(s)**

Ad Packages

Have us put together an ad package to include at least 3 ads to receive a discount! Contact email secretariat@mesana.org information and rates.

Issues in Middle East Studies

Choose Issue(s)

April 2023 Issue (insertion order by March 30; copy by April 7; publication to membership by the first part of May)

November 2023 Issue (insertion order by October 30; copy by November 10; publication to membership the end of November)

Choose Display Ad Size(s)

Quarter page (3.625" wide x 5" high)\$225

Half page-Horizontal (7.5" wide x 5" high).....\$375

Half page-Vertical (3.625" wide x 10" high).....\$375

Full page (7.5" wide x 10" high).....\$625

Annual Meeting Options

Printed Program Ads

(Insertion order by September 1 & copy by September 20; publication is distributed at conference; ads must be paid in full by September 20)

Half page-Vertical (3.5" wide x 9.5" high).....\$600

Half page-Horizontal (7.5" wide x 4.5" high).....\$600

Full page (7.5" wide x 9.5" high).....\$1,000

Inside back cover page (8.5" wide x 11.5" high).....\$2,000

Back cover (8.5" wide x 11.5" high).....\$2,500

Banner Ads

 Specs: 600 x 110 pixels @ 72 dpi

MESA Mobile App\$1000

URL to link to your banner ad: _____

Promotional Item

Single-page flyer, pen, magnet, bookmark, coupon, etc. to be included with registration materials. Please contact the Secretariat if you are interested in this option.

*Please indicate type of item(s) below.

Mailing Label Rental

Submit using the form available at

<https://mesana.org/pdf/MESALabelForm.pdf>

Employment or Summer Program Ads

Submit via <https://mesana.org/resources-and-opportunities/mesa-web-posting-form> MESA will email an invoice.



Middle East Studies Association

3542 N. Geronimo Avenue

Tucson AZ 85705 (USA)

(520) 333-2577 • fax (520) 207-3166