

# ADVERTISING OPPORTUNITIES



Middle East Studies Association  
P: 520-333-2577 ext. 102 | F: 520-207-3166  
[sophia@mesana.org](mailto:sophia@mesana.org) | [mesana.org](http://mesana.org)

## 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](http://mesana.org) and click on 'Advertising'.

## Display Ads

### Publication

MESA 2021 Annual Meeting Program  
*Issues in Middle East Studies (IMES)*  
*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 400).

### Publication Date

October 2021  
April 2021  
October 2021\*

### Reservation Date

September 10, 2021  
April 15, 2021  
October 15, 2021

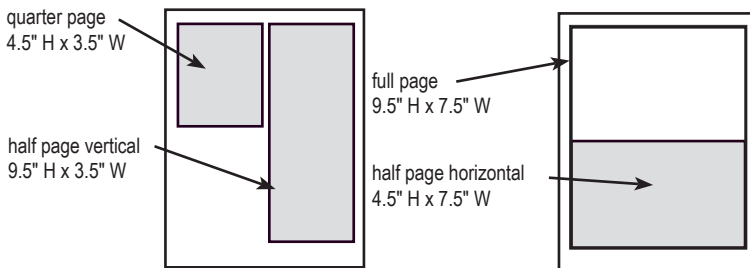
### Ad Materials Due

September 24, 2021  
April 20, 2021  
October 22, 2021

\*Please note that the October 2021 issue will be published after the MESA conference to be held October 28-31.

### 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). **Please contact Sophia Angeletti 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 with the exception of the back page.

## Additional Advertising Opportunities

### ♦ Annual Meeting 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  
includes the url you want linked to your banner ad

### ♦ Promotional Items at Annual Meeting

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

Fee does not include promotional item

### ♦ Mailing List for sending print materials

One time rental of MESA's membership

### ♦ Banner Ad in Review of Middle East Studies

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

## NEW Annual Meeting Sponsorship Opportunities

These new levels offer multiple ways to bring attention to your company or program. Please see <https://mesana.org/annual-meeting/sponsorships> for full details.

### ♦ Gold, Silver, and Bronze Levels

Gold level benefits include priority booth selection, full-page ad, logo on tote bag, banner ad, individualized push notification, email blurb to registered participants, listing and link to webpage of your choosing, social media post, special sponsorship recognition.

### ♦ Coffee Break

Sponsor a 1/2 hour coffee break to be held in the book exhibit and includes welcome sign at entrance during coffee break, five minute promotional pitch during coffee break, logo on conference tote bag or full-page ad in printed conference program, group social media post, and sponsorship recognition

## 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

## Company Name

Contact Name

Address

Phone Fax

Email

URL

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

Name

Address

Phone Email

## PAYMENT

Total Due

- Send Invoice
- Check: 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

Signature



**Middle East Studies Association**  
P: 520-333-2577 x 102 | F: 520-207-3166  
[sophia@mesana.org](mailto:sophia@mesana.org) | [mesana.org](http://mesana.org)

## ADVERTISING OPTIONS

### Ad Packages

Have us put together an ad package to receive a discount! Contact Sophia Angeletti ([sophia@mesana.org](mailto:sophia@mesana.org)) for information and rates.

### Issues in Middle East Studies

#### Choose Issue(s)

- April 2021** insertion order by April 1 & copy by April 10; publication to membership at end of April)
- October 2021\*** insertion order by Oct. 15 & copy by Oct. 22; publication to membership during November)  
\*Please note that due to the dates of the 2021 annual meeting, the October 2021 issue will be published after the conference.

#### Choose Display Ad Size(s)

- Quarter page (3.625" wide x 5" high) ..... \$ 275
- 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 Program Ads

Insertion order by Sept. 10 & copy by Sept. 24; publication is distributed at conference; ads must be paid in full by Sept. 10

- 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 (8.5" wide x 11.5" high) .....\$ 2,000
- Back Cover (8.5" wide x 11.5" high).....\$ 2,500

### Annual Meeting Mobile App Banner Ads

Limited number available

- Banner Ad (600 x 110 pixels @ 72 dpi).....\$1,000  
URL to link to your ad:

### Annual Meeting Promotional Item

Single-page flyer, pen, magnet, bookmark, coupon, etc. to be included with registration materials. Insertion orders due Oct. 1 & promotional item(s) must be delivered to a Designated Address in Montréal by Oct. 22.

- One item\* ..... \$2,000
- Two or Three items ..... Negotiable

\*Please indicate type of item(s)

### Mailing Label Rental

Submit using the form available at <https://mesana.org/pdf/ME-SALabelForm.pdf>

### Employment or Summer Program Ads

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