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### INTENSIVE ENGLISH USA

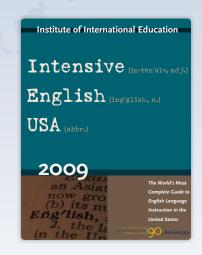
## The world's most complete guide to intensive English language instruction in the United States

*Intensive English USA* is the leading source of information for international students who are researching intensive english opportunities in the United States. The directory is distributed globally through the U.S. Department of State's Education USA.

As a complement to the printed directory, *Intensive English USA* Online serves as an interactive database that international students and EducationUSA advising centers can access to find intensive English programs throughout the United States.

BOTH THE DIRECTORY AND ONLINE
DATABASE WILL PROVIDE INTENSIVE
ENGLISH PROGRAMS WITH COST EFFECTIVE
MARKETING THAT REACHES THEIR TARGET
MARKET — THE ADVISORS WHO WORK MOST
CLOSELY WITH INTERNATIONAL STUDENTS
LOOKING TO STUDY IN THE UNITED STATES
AND THE STUDENTS DIRECTLY.

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# SOLUTIONS FOR INTERNATIONAL STUDENT RECRUITMENT — ADVERTISING RATES†



# **Position Guarantee:** 15% Premium **Revisions and Proofs:** \$50.00

### Ad Size Acronyms:

DPS: Double Page Spread OBC: Outside Back Cover IFC: Inside Front Cover IBC: Inside Back Cover

### FUNDING FOR U.S. STUDY DIRECTORY

Ad Size	Full-Color	Black & White
DPS	\$3,604.50	N/A
OBC	\$3,134.50	N/A
IFC or IBC	\$2,914.50	N/A
Full Page	\$2,384.50	\$1,559.50
2/3 Page	\$2,174.50	\$1,349.50
1/2 Page	\$1,834.50	\$1,009.50
1/3 Page	\$1,574.50	\$749.50
1/4 Page	\$1,404.50	\$579.50
1/6 Page	\$1,264.50	\$439.50
1/8 Page	\$1,184.50	\$359.50

### INTENSIVE ENGLISH USA

Ad Size	Full-Color	Black & White
DPS	\$3,750.00*	N/A
IFC or IBC	\$2,750.00	\$1,300.00
Full Page	\$2,170.00*	\$980.00
1/2 Page	\$1,640.00*	\$650.00
1/4 Page	\$890.00*	\$330.00

### **Regional Marketplace**

DPS – Full Color	\$3,750.00
Full Page – Full Color	\$2,170.00
1/2-Page Horizontal – Full Color	\$1,640.00
1/4-Page Vertical – Full Color	\$890.00

PLEASE REFER TO REWARD POINT SYSTEM ON PAGE 15.

<sup>†</sup> All prices are net. All Premium Positions except covers add 15% to black & white space rate. Premium positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.

<sup>\*</sup> Only available in the Regional Marketplace.

### FUNDING FOR U.S. STUDY INTERACTIVE DIRECTORY AND INTENSIVE ENGLISH USA & ONLINE DIRECTORY<sup>†</sup>

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Spotlight tile ad appears on every page of the site. No matter what page visitors click on, your message will be prominently displayed in the same place, every time.

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### **Home Page Banner**

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### Search Page Banner

Horizontal banner on the search page (maximum of four rotating per position).

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### **Premier Listing\***

Upgrade your basic listing to include detailed program, award, eligibility and application information.

Rate: \$300

\*Additional premier listings \$100 per campus

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Upgrade your basic listing to include detailed program, award, eligibility and application information. Button links to your online application process.

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(Maximum of four rotating banner ads).

IEUSA Rate: \$500 \*IEUSA only

### **English for Specific Purposes Banner**

(Maximum of four rotating banner ads per category).

IEUSA Rate: \$500 \*IEUSA only

Available Categories:

Aviation

Business

Citizenship

Communications

Education

Engineering

· Graduate Study

Hospitality & Tourism

International Relations

Law

Marketing

Medicine

· Police Academy

Pre MBA Program

Public Relations

Science

· Teacher Training

Teaching Assistants

Travel

University Preparation

 University Semester Abroad

† PLEASE REFER TO PAGE 11 FOR AD DEPICTIONS AND PLEASE REFER TO REWARD POINT SYSTEM ON PAGE 15.