

TURKISH STUDENT

INTERNATIONAL EDUCATION MAGAZINE

Booking Form: Spring 2012 – Fall 2012

YOUR INSTITUTION DETAILS

Name of Institution/Company: _____
 Faculty/Department: _____
 Street Address: _____
 City: _____ State/Province: _____
 Country: _____ Zip/Postal Code: _____
 Phone: (____) _____ Fax: (____) _____
 E-mail: _____ Web: _____
 Contact Name: _____ Title: _____

Please specify which advertisement option you would like to book; all ads are four colour and artwork is due no later than March 5th, for the Spring/Summer issue and by September 15th for the Fall/Winter issue

_____ **April 2012** _____ **October 2012** _____ **April 2013**
 (10% discount when booking for 2 issues or more)

Classic advertisements:

- | | | |
|---|-------------------------|---------------|
| <input type="checkbox"/> Full page cover: | | |
| <input type="checkbox"/> Inside front C2 | 210 mm (W) x 297 mm (H) | USD 3250 |
| <input type="checkbox"/> Inside back C3 | 210 mm (W) x 297 mm (H) | USD 3250 sold |
| <input type="checkbox"/> Outside back C4 | 210 mm (W) x 297 mm (H) | USD 4000 |
| <input type="checkbox"/> 1 st page vertical only | 210 mm (W) x 297 mm (H) | USD 3000 |
| <input type="checkbox"/> Two page horizontal only | 420 mm (W) x 297 mm (H) | USD 4500 |
| <input type="checkbox"/> One page vertical only | 210 mm (W) x 297 mm (H) | USD 2500 |
| <input type="checkbox"/> Half page vertical | 105 mm (W) x 297 mm (H) | USD 1300 |
| <input type="checkbox"/> Half page horizontal | 210 mm (W) x 148 mm (H) | USD 1300 |
| <input type="checkbox"/> Quarter page vertical | 105 mm (W) x 148 mm (H) | USD 700 |
| <input type="checkbox"/> Quarter page horizontal | 210 mm (W) x 75 mm (H) | USD 700 |

Profiles – company presentation

- | | | |
|--|-------------------------|----------|
| <input type="checkbox"/> One page, full profile | 210 mm (W) x 297 mm (H) | USD 1950 |
| <input type="checkbox"/> Second page (text and graphics) | 210 mm (W) x 297 mm (H) | USD 1500 |
| <input type="checkbox"/> Third page (text and graphics) | 210 mm (W) x 297 mm (H) | USD 1500 |

Advertorial – self promotional editorial

- | | | |
|---|-------------------------|----------|
| <input type="checkbox"/> One page text and images | 210 mm (W) x 297 mm (H) | USD 1950 |
| <input type="checkbox"/> Two pages text and images | 210 mm (W) x 297 mm (H) | USD 3500 |

'Hot Off the Press' Scholarships and Discounts (Max. 100 words)

- Free with half or full page ad or profile/advertorial advertisement option
- Stand-alone placement USD 250

Student Testimonial (Max. 100 words)

- Free with half or full page ad or profile/advertorial advertisement option
- Stand-alone placement USD 250

Standard Web Option (www.turkishstudent.com.tr)

(mini-web or URL link – 120X60 pixels, full year)

- Web Banner USD 1250
- **SPECIAL**** combined with half or full page ad or profile option USD 950

For more web options please contact us at info@turkishstudent.net

- Yes, I am booking with Canadian Student Magazine as well (for discount)**

Total USD _____

Signature:..... **Date:**.....

**** Our sister publication – Canadian Student Magazine (www.canadianstudentmagazine.com) – publishes its Spring issue in March and its Fall issue in September. We are offering special pricing for combined bookings for both the Turkish and Canadian publications as follows:**

- For any option booked for both 2012 issues (Spring and Fall) of Turkish Student AND Canadian Student Magazine: 20% discount
- For any option booked for either 2012 issues (Spring and Fall) of Turkish Student AND Canadian Student Magazine: 15% discount

Kindly advise via email or on the cover fax, at the time of booking, if you are booking in both, so that we may apply the applicable discount.

CANCELLATION POLICY

Should you need to cancel your registration, the following refund policy will apply:

- 30-45 days before publishing:** 75% refund on all fees, paid or due
- 20-29 days before publishing:** 50% refund on all fees, paid or due
- < 20 days before publishing:** No refund

Note: All refunds will be subject to a \$100 processing fee

Payment Information:

Upon receipt of your insertion order, we will issue a confirmation and invoice with payment details, as well as the necessary artwork delivery and technical requirements for the options you have chosen. After printing, we will send you a copy of the magazine.

**All artwork and ad copy due by March 5th for the Spring/Summer issue
September 15th for the Fall/Winter issue;**

Please fax or email this insertion order as follows:

Fax: +90 212 327 7733

info@turkishstudent.net www.turkishstudent.net

TURKISH STUDENT, International Education Magazine
Emirhan Cad. Tugrul Sok. Sonmez Apt. No: 9/12
Dikilitas, Besiktas, 34349, Istanbul, TURKEY
Tel: +90 212 327 7733