

TURKISH STUDENT

INTERNATIONAL EDUCATION MAGAZINE

Magazine Booking Form – October 2010 - April 2011 – October 2011

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 prefer; all ads are four-colour and due no later than September 30th, for Fall/Winter issue and by March 15th for the Spring/Summer issue

_____ **October 2010** _____ **April 2011** _____ **October 2011**
 (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 sold |
| <input type="checkbox"/> Inside back C3 | 210 mm (W) x 297 mm (H) | USD 3250 sold |
| <input type="checkbox"/> 1 st page | 210 mm (W) x 297 mm (H) | USD 3000 sold |
| <input type="checkbox"/> Outside back C4 | 210 mm (W) x 297 mm (H) | USD 4000 sold |
| <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 only | 210 mm (W) x 297 mm (H) | USD 950 |
| <input type="checkbox"/> One page text and images | 210 mm (W) x 297 mm (H) | USD 1950 |
| <input type="checkbox"/> Two pages text only | 210 mm (W) x 297 mm (H) | USD 1700 |
| <input type="checkbox"/> Two pages text and images | 210 mm (W) x 297 mm (H) | USD 3500 |

'Hot Off the Press' Scholarships and Discounts

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

Student Testimonial

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

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

- Web Banner with mini-web – 120X60 pixels, full year or URL link USD 1250
- **SPECIAL** combined with half or full page ad or profile option USD 950

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 2010-2011 issues (Fall and Spring) of Turkish Student AND Canadian Student Magazine: 20% discount
- For any option booked for either 2010-2011 issues (Fall and Spring) 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.

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 September 30th, 2010 for Fall/Winter issue;
March 15th for Spring/Summer issue**

Please fax or email this insertion order as follows:

Fax: +90 212 327 7733

info@turkishstudent.net

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