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OUR RATES



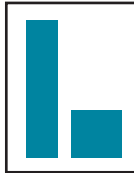
Full Page (7"W x 10"H,
trim: 178 mm W x 254 mm H)
4 Color \$ 2,430
2 Color \$ 1,960
B/W \$ 1,710



Two Columns (4.5"W x 9.25"H,
114 mm W x 235 mm H)
4 Color \$ 2,175
2 Color \$ 1,780
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1/2 Page (7"W x 4.5"H,
178 mm W x 114 mm H)
4 Color \$ 1,865
2 Color \$ 1,425
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1/3 Page
Column (2.167"W x 9.25"H)
H-Cube (4.5"W x 4.5"H,
114 mm w x 114 mm H)
4 Color \$ 1,585
2 Color \$ 1,100
B/W \$ 815



1/4 Page (3.25"W x 4.5"H,
82 mm W x 114 mm H)
4 Color \$ 1,265
2 Color \$ 840
B/W \$ 615

Optional hyperlink

Schools-at-a-Glance online
(www.afsa.org/ads/school/index.cfm)
(\$75 for six months)

Deadline: 10/23 signed insertion order, 10/27 art



Education Supplement

December 2009

Printed in the Foreign Service Journal.
The "hometown journal" of the
American Embassy community.



"We are attached by a thousand cords
to the world at large, to its teeming cities,
to its remotest regions,
to its oldest civilizations..."

Colin L. Powell

OUR JOURNAL

Foreign Service Journal is a leading foreign affairs magazine, published since 1924 by the American Foreign Service Association (AFSA). Our readers include foreign affairs professionals in Washington, D.C., the Metro area and worldwide at all U.S. embassies. The *Journal's* circulation is 15,000, with a readership of 30,000.

The Education Supplement, is a resource on schools, specifically prepared biannually for our highly mobile readers in the United States and more than 135 other countries. When Foreign Service employees want to find out what's really going on, they turn to the *Journal*, a unique combination of foreign affairs coverage and frank discussion of life inside the U.S. Foreign Service.

OUR READERS

- ▶ **Your target market:**
55% have children between ages 6 and 18.
The federal education allowance per child is \$37,500* Also, there is an allowances for RT travel from Post to schools worldwide.
- ▶ **Special Needs allowance:**
The Special Needs allowance is \$75,100 per child, used by The State Department, September 2009.
- ▶ **Exclusive consumers:**
60% of households earn more than \$100,000 annually.
Average investments are \$237,685.
- ▶ **Responsive:**
58% have visited Websites included in *Foreign Service Journal* ads.
34% have purchased services featured in a *Foreign Service Journal* ad.

**based on an average cost of tuition, room, and board of schools used by the State Department, April 2007.*

YOUR ADVERTISEMENT

- ▶ Reaches the high-profile American Embassy community worldwide.
- ▶ Is placed along with original education-related articles in the *Journal's* Education Supplement.
- ▶ Is seen by more than 30,000 foreign affairs professionals and their families.
- ▶ Appears at an attractive price in America's most prestigious publication for foreign affairs professionals.

Insertion of an ad in the *Journal* Education Supplement **earns** a listing on our chart: "*Schools-at-a-Glance*"

www.afsa.org/ads/school/index.cfm
(annually, over 32,800 hits)



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See SCHOOL RESOURCES ONLINE!

Step 1
Click on the Marketplace tab on AFSA's homepage: www.afsa.org

Step 2
Click on *Schools-at-a-Glance*, for hyperlinks to school information

www.afsa.org/ads/schools/index.cfm

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- *Going to College in America FAQ: Educating Special Needs Children Overseas*
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