

ORDER FORM

Please sign this form to complete your order
Fax form to: (202) 647-0265

Name: _____
Title: _____
School: _____
Address: _____
City: _____
State: _____ Zip: _____
Country: Italy
Phone: _____
Fax: _____
E-mail: _____
Web site: _____
Full page _____
1/2 page _____ 1/3 pg. (H or V) _____ 1/4 page _____
Four Color _____ Two Color _____ B/W _____
Ad cost: \$ _____
Web hyperlink \$60 six month period June '9- Nov '09
Yes () No ()

Total cost: \$ _____
Signature: _____

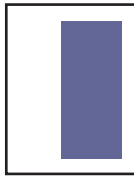
Payment Method:
Check () MasterCard () Visa () Invoice () _____
June '09 _____ December '09 _____
Name on card: _____
Credit card no: _____
Exp. date: _____

TMS: _____

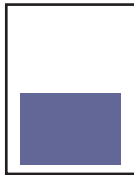
OUR RATES



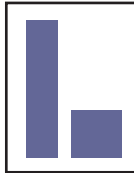
Full Page (7"W x 10"H)
4 Color \$ 2,430
2 Color \$ 1,960
B/W \$ 1,710



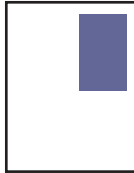
Two Columns (4.5"W x 9.25"H)
4 Color \$ 2,175
2 Color \$ 1,780
B/W \$ 1,505



1/2 Page (7"W x 4.5"H)
4 Color \$ 1,865
2 Color \$ 1,425
B/W \$ 1,135



1/3 Page
Column (2.167"W x 9.25"H)
H-Cube (4.5"W x 4.5"H)
4 Color \$ 1,585
2 Color \$ 1,100
B/W \$ 815

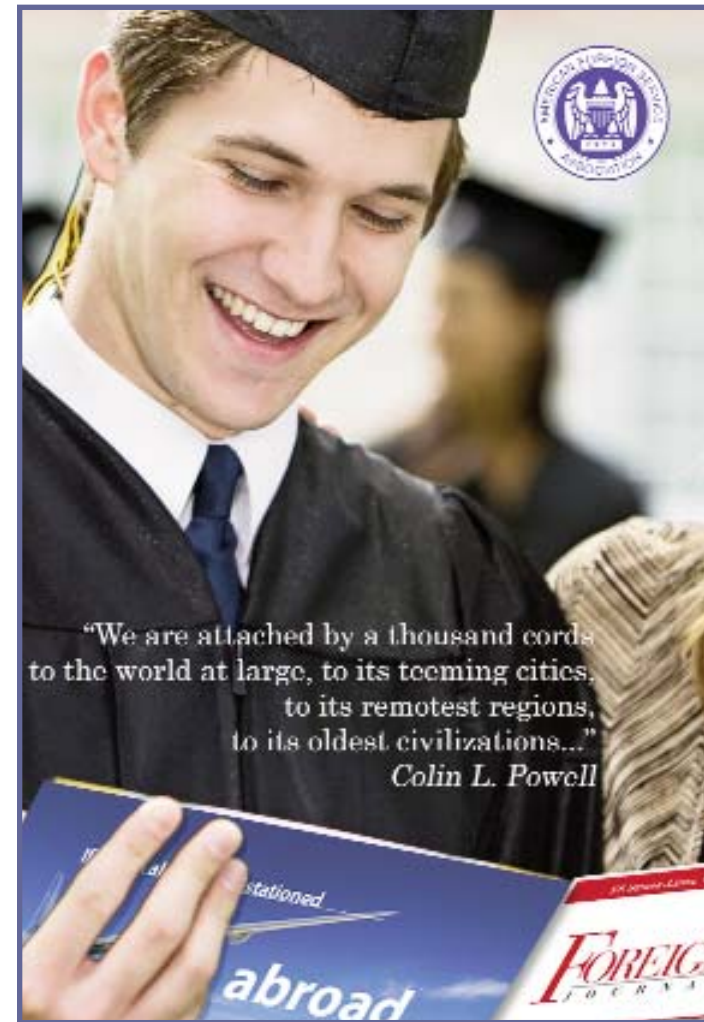


1/4 Page (3.25"W x 4.5"H)
4 Color \$ 1,265
2 Color \$ 840
B/W \$ 615

Optional hyperlink

Schools-at-a-Glance online
(www.afsa.org/ads/school/index.cfm)
(\$60 for six months)

Deadline: April 25th signed insertion order, art



**EDUCATION
SUPPLEMENT**

June 2009

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

OUR JOURNAL

Foreign Service Journal is a leading foreign affairs magazine, published since 1924 by the American Foreign Service Association (AFSA).

Readers include foreign affairs professionals in Washington, D.C., the Metro area and worldwide. 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 is \$37,500* per child. Also, allowances for RT travel from Post to school worldwide, and Special Needs
- ▶ Exclusive consumers:
 - 60% of households earn more than \$100,000 annually.
 - 84% percent earn more than \$70,000.
 - 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"

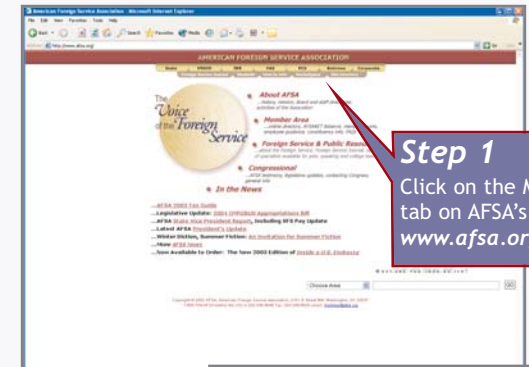
www.afsa.org/ads/school/index.cfm
(annually, over 5,000 hits)



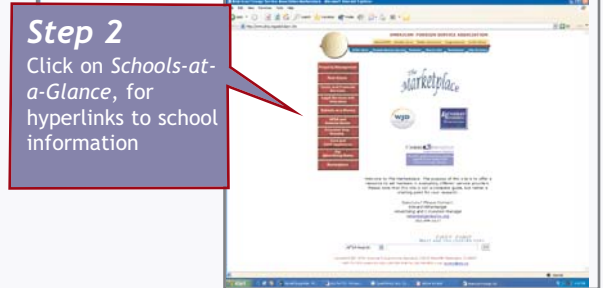
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SEE SCHOOL RESOURCES ONLINE!



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

RECENT ARTICLES

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- Flying Solo - Going to College From Overseas: A Guide for Parents
- Special-Needs Kids And the Foreign Service: Dispelling The Myths
- A New Look at the Boarding School Experience
- How to Choose the College That's Right For You
- Going to College in America FAQ: Educating Special Needs Children Overseas
- Applying to U.S. Colleges: A Primer for Foreign Service Teens

Articles online at:
www.afsa.org/ads/school/