

**Institution Only
Special Rate**

INSTITUTE OF
INTERNATIONAL
EDUCATION

2008 U.S. Higher Education Fairs in Asia
**Study America Fair Guide
Advertising Order Form**

Submission Deadline: July 31, 2008

Name: _____ Title: _____
 Institution: _____
 Address: _____
 Telephone: _____ Fax: _____
 E-mail: _____

Advertising Rates

Please select the fair guides in which you would like to advertise. Fill in appropriate amount at right, then add up the column and enter the total.

Fair Guide Version	Half Page	Full Page	Subtotal
Hong Kong, Shenzhen & Shanghai	<input type="checkbox"/> \$550 (Mono)	<input type="checkbox"/> \$750 (Mono)	
New Delhi	<input type="checkbox"/> \$400 (Mono)	<input type="checkbox"/> \$500 (Mono)	
Mumbai	<input type="checkbox"/> \$400 (Mono)	<input type="checkbox"/> \$500 (Mono)	
Jakarta	<input type="checkbox"/> \$400 (Mono)	<input type="checkbox"/> \$500 (Mono)	
Ho Chi Minh City & Hanoi	<input type="checkbox"/> \$500 (Mono)	<input type="checkbox"/> \$700 (Mono)	
Bangkok	<input type="checkbox"/> \$450 (Mono)	<input type="checkbox"/> \$600 (Mono)	
Nagoya & Tokyo*	<input type="checkbox"/> \$950 (Mono)	<input type="checkbox"/> \$1,430 (Full Page Mono) <input type="checkbox"/> \$2,380 (Full Page Color) <input type="checkbox"/> \$2,860 (2 Page Spread Mono) <input type="checkbox"/> \$4,280 (2 Page Spread Color)	
Total			

* *Study America (Japan edition)* is published by the Japanese publisher Keibunsha in collaboration with the US Embassy in Japan, the Fulbright Office in Japan and the Institute of International Education. At least 25,000 copies will be delivered to 350 high schools and 150 junior colleges, 200 universities and 60 municipal government offices. For more information, please visit <http://www.iiehongkong.org/fair/JapanFairGuide.htm>. **Advertising fees include Japanese translation services.**

Please check one: check enclosed please send an invoice
All checks must be made payable to "Institute of International Education".

Advertisement Sizes

For all fair guide versions except the Nagoya & Tokyo version:

For all versions <u>EXCEPT</u> the Nagoya & Tokyo version:	For Nagoya & Tokyo version:
Half Page Mono [Size/W150mm x D110mm] Full Page Mono [Size/W181mm x D257mm]	Half Page Mono [Size/W150mm x D110mm] Full Page Mono [Size/W150mm x D220mm] Full Page Color [Size/W181mm x D257mm] 2 Page Spread Mono [Size/W330mm x D220mm] 2 Page Spread Color [Size/W362mm x D257mm]

Artwork Specifications

For all versions <u>EXCEPT</u> the Nagoya & Tokyo version:	For Nagoya & Tokyo version:
Artwork must be submitted in CD-Rom or via e-mail. Data format must be in one of the following: <ul style="list-style-type: none">• Adobe PageMaker 6.5C• Adobe PhotoShop 6.0 or higher (300 dpi)• Adobe Illustrator 9• EPS	Artwork must be submitted via CD-ROM or e-mail. Data format must be in one of the following: <ul style="list-style-type: none">• Macintosh Illustrator (version 8.0 or 10.0)• EPS• PDF

Submission Deadline

Advertising order form, Artwork, and Payment must be submitted by **July 31, 2008**.

Please send advertising order form, artwork, and payment to the following address:

Institute of International Education
Room 601, General Commercial Building
156-164 Des Voeux Road Central
Hong Kong
(Attn: Winnie Wong)

Tel: (852) 2603-5771
Fax: (852) 2603-5765
E-mail: info@iiehongkong.org

For more information about the IIE 2008 U.S. Higher Education Fairs and advertising in the *Study America* fair guide, please visit our website at <http://www.iiehongkong.org/ufair>