

# MIGRATION INFORMATION SOURCE

FRESH THOUGHT, AUTHORITATIVE DATA, GLOBAL REACH

## Source Advertisement Rate Card 2008

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### EDITORIAL MISSION

The Migration Information Source provides fresh thought, authoritative data from numerous global organizations and governments, and global analysis of international migration and refugee trends. A unique, online resource, the Source offers essential facts on the movement of people worldwide.

The Source was selected as one of the 26 Best Free Reference Web Sites of 2007 by an association within the American Library Association. In 2005, the Source was nominated for a Webby award for Web Site excellence and, in 2004, the New York Public Library selected the Source as a Best of Reference. The Source has also been commended by the US Census Bureau and Choice magazine.

The Migration Information Source is a project of the Migration Policy Institute, an independent, nonpartisan, nonprofit, think tank dedicated to the study of people worldwide. For more information on the Migration Policy Institute, please visit [www.migrationpolicy.org](http://www.migrationpolicy.org).

### E-NEWSLETTER PURPOSE

The newsletter sent out on the 1st of the month provides links to the latest articles (features, country profiles, etc.) plus "New Resources," a newsletter exclusive that tells readers about recently released migration research. The newsletter on the 15th leads with Policy Beat, a roundup of US immigration policy news, and also provides links to new articles. Every issue includes the Editor's Note, another newsletter exclusive.

### E-NEWSLETTER STATISTICS

Our readers include researchers, policymakers, journalists, nongovernmental organization staffers, and other opinion shapers.

Approximate number of recipients: 10,000  
Average recipient open rate for the newsletter (2007): 22%  
Average recipient click-through rate (2007): 6.7%

## **E-NEWSLETTER AD RATES**

### **Text ads**

- Placement in the top-left corner of the newsletter
- Only one ad per issue is available on a first-come, first-served basis
- One web link
- Up to 75 words (including headline) with one image (no larger than 75 x 75 pixels)  
Or
- Up to 100 words (including headline) and no image

Rate: \$300 per issue, or \$500 for two issues;

Government rates are \$250 per issue or \$400 for two issues.

Nonprofit rates are \$175 per issue or \$250 for two issues.

### **Classifieds**

- Up to 25 words
- One web link
- Placement in the lower portion of the newsletter
- Limited number of slots available per issue

Rate: \$100 per issue, or \$175 for two issues;

Government rates are \$75 per issue, or \$60 for two issues.

Nonprofit rates are \$45 per issue or \$75 for two issues.

## **EXAMPLE OF ADS**

Please click the URLs to see an example of ads (in yellow boxes):

<http://www.migrationinformation.org/mpb1.html>

Example of a publication ad: [http://www.migrationinformation.org/ad\\_publication.html](http://www.migrationinformation.org/ad_publication.html)

Example of an event ad: [http://www.migrationinformation.org/ad\\_event.html](http://www.migrationinformation.org/ad_event.html)

Example of a job post: [http://www.migrationinformation.org/ad\\_jobpost.html](http://www.migrationinformation.org/ad_jobpost.html)

## SPECIFICATIONS AND ACCEPTED FORMATS

- Send images in RGB color in JPG or BMP format with at least a resolution of 72 dpi.
- All text will be in 10-point font size. No specific formatting such as color, bold, italics, or spacing will be applied. However, if you wish your headline to be bold type, please specify.
- Please email submissions to [info@migrationpolicy.org](mailto:info@migrationpolicy.org), with subject heading **ATTN: Source Ad**.
- MPI reserves the right to refuse any ad submissions. You will be notified if your ad has been selected.

## AD DEADLINES AND NEWSLETTER PUBLICATION SCHEDULE 2007

The schedule of deadlines is as follows:

1 <sup>st</sup> of the Month E-Newsletter*	Ad copy due	Midmonth E-Newsletter*	Ad copy due
January 7	December 20	January 16	January 8
February 1	January 24	February 15	February 119
March 3	February 25	March 17	March 7
April 1	March 25	April 15	April 8
May 1	April 24	May 15	May 8
June 2	May 26	June 16	June 9
September 2	August 25	July 15	July 8
October 1	September 24	August 15	August 8
November 3	October 27	September 15	September 8
December 1**	November 24	October 15	October 8
		November 17	November 7
		December 15	December 8

\*E-newsletter dates are subject to change, but deadlines stay the same

\*\*Special Issue

## PAYMENT

Payment is due before publication. We accept credit cards (MasterCard and Visa only), checks, and wire transfers. For any questions, please contact April Siruno at (001) 202-266-1908 or [asiruno@migrationpolicy.org](mailto:asiruno@migrationpolicy.org).