

Source Advertisement Rate Card 2010

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[Payment](#)

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EDITORIAL MISSION

The Migration Information Source, the bimonthly online immigration journal published by the Migration Policy Institute, 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 *New York Times* praised the Source thusly: "Every moment has its magazine, and for the age of migration it is the Migration Information Source." *Resource Shelf*, a respected resource for librarians, researchers, and others selected the Source's "Frequently Requested Statistics on Immigrants and Immigration in the United States" article as its Resource of the Week in November 2009. The Source, which has close to 12,000 subscribers, has been nominated for a Webby award for Web Site excellence, selected as a Best of Reference by the New York Public Library, and commended by the US Census Bureau and *Choice* magazine.

The Migration Information Source is a project of MPI,¹ which is an independent, nonpartisan, nonprofit think tank dedicated to the study of people worldwide. For more information on MPI, please visit <http://www.migrationpolicy.org/about/index.php>.

E-NEWSLETTER PURPOSE

The newsletter sent out on the first 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.

E-NEWSLETTER STATISTICS

Our readers include researchers, policymakers, journalists, nongovernmental organization staffers, and other opinion shapers. Of the known audience, at least 40 percent are US-based, and another 41 percent are international.

Approximate readership: 13,000

Average recipient open rate for the newsletter (2009): 20%

Average recipient click-through rate (2009): 6%

E-NEWSLETTER AD RATES

Top-level ads

Placement in the mid-left of the newsletter - Only one ad per issue is available on a first-come, first-served basis One web link- Up to 25 words (including headline)

RATES

Commercial: \$280/issue, or \$500 for two issues;
Government: \$220/issue or \$400 for two issues.
Nonprofit: \$175/issue or \$300 for two issues.

Mid-level ads

- Placement below the editor's note
- Only one ad per issue, available on a first-come, first-served basis
- Up to 25 words (including headline) with one image (no larger than 75 x 75 pixels)
- OR Up to 100 words (including headline)

RATES

Commercial: \$220/issue, or \$400 for two issues;
Government: \$200/issue or \$360 for two issues.
Nonprofit: \$150/issue or \$275 for two issues.

Classifieds

- Placement in the lower portion of the newsletter
- Up to 25 words (including headline)
- One web link

RATES

Commercial: \$85/issue, or \$155 for two issues;
Government: \$75/issue, or \$135 for two issues.
Nonprofit: \$45/issue or \$85 for two issues.

Bulk ads, barter exchanges, or a combination of any level are available.

Please call 001 202-266-1908 for further information.

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MIGRATION POLICY INSTITUTE

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FRESH THOUGHT, AUTHORITATIVE DATA, GLOBAL REACH

October 15, 2009

New articles

- Emigration, Immigration, and Diaspora Relations in India
- Immigration Controversy Lands in the Middle of Health-Care Reform Debate

Editor's Note
India profile and Diwali

Have You Read

- The Basics of E-Verify, the US Employer Verification System
- Guatemala: Economic Migrants Replace Political Refugees
- Transnational Migrants: When "Home" Means More Than One Country

Advertisement

Centre for Refugee Studies, York University, Toronto, Canada
Summer Course on Refugee and Forced Migration Issues for academics/field-based practitioners. Contact Irene Connie Tumwebaze summer@yorku.ca.

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New from MPI

[Immigrants and Health Care Reform: What's Really at Stake?](#)
MPI's National Center on

[Care Reform: What's Really at Stake?](#)
MPI's National Center on

[Immigrant Integration Policy](#)
offers the first... of the size of uninsured immigrant populations in major immigrant-destination states, the number of immigrant workers covered by employer-provided plans, and the share of immigrants employed by small firms likely to be exempted from employer coverage mandates.

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Centre for Refugee Studies, York University, Toronto, Canada
Summer Course on Refugee and Forced Migration Issues for academics/field-based practitioners. Contact Irene Connie Tumwebaze summer@yorku.ca.

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Country profile
[Emigration, Immigration, and Diaspora Relations in India](#)
The world's second most populous country also has a vast diaspore spread across nearly every continent. Daniel Naujoks provides a broad overview of Indian migration flows and major populations worldwide, and discusses India's diaspora policies, refugees and asylum seekers from the region, and illegal immigrants from Bangladesh.

Policy Beat
[Immigration Controversy Lands in the Middle of Health-Care Reform Debate](#)
MPI's Muzaffar Chishti and Claire Bergeron report on immigrant provisions in current health-care reform legislation, ICE's plans to make detention more "civil," a small drop in the size of the US foreign-born population, and more.

Editor's Note
We have just added our 68th country profile: India (all profiles accessible from [here](#)).
Author Daniel Naujoks has done a fantastic job covering India's migration history, both

Top-level ad

The piece is exciting on a personal level as well: I am one of millions of "persons of Indian origin." My father came to the United States in the 1960s as an engineering graduate student and stayed when a US company sponsored his permanent residence.

The India profile comes just as Indian ethnic communities worldwide prepare to celebrate Diwali, a Hindu festival of lights, this Saturday, October 17. During Diwali, families light earthen lamps (diyas) in their homes and seek the blessings of Lakshmi, the goddess of wealth. Of course, it is also a time to feast on special foods, give presents, and set off fireworks. Traditions vary from region to region.

Former US President George W. Bush celebrated Diwali in the White House for the first time in 2003. But the Indian press has happily noted that President Barack Obama attended a Diwali ceremony at the White House yesterday (see [this article](#)).

You can learn more about Diwali [here](#). And check out photos on our website Flickr.

Mid-level ad

Advertisement

INTEGRATING NEW YORK'S HIGHLY QUALIFIED IMMIGRANTS
Thursday, November 12, 2009, 8:30 a.m. - 1:00 p.m. in New York City
Sponsored by World Education Services (WES), this forum will feature leading practitioners and policy experts who will:
Examine the characteristics and contributions of New York's well-educated immigrants
Identify key obstacles that limit immigrants' access to professional and academic opportunities
Highlight innovative programs and best practices that leverage immigrant talent
Learn More: [www.wes.org/events/35invitation.htm](#)

Have You Read

[The Basics of E-Verify, the US Employer Verification System](#)
Just a fraction of all US employers use E-Verify, a federal system that checks potential employees' immigration status and their eligibility to work. MPI's Marc Rosenblum explores E-Verify's history, how it works, and the arguments for and against it.

[Transnational Migrants: When "Home" Means More Than One Country](#)
Peggy Levitt of Wellesley College and Harvard University explains how migrants can belong to two or more societies and what this trend means for policymakers.

Also on the Source

Learn about migration issues in over 65 countries worldwide in our [Country Resources](#) section.

All our [refugee coverage](#) in one section.

If you no longer wish to receive these emails, you can [unsubscribe](#).

The Migration Information Source is a project of the [Migration Policy Institute](#), a nonpartisan, nonprofit think tank in Washington, DC dedicated to analysis of the movement of people worldwide.

AD DEADLINES AND NEWSLETTER PUBLICATION SCHEDULE² 2010

The schedule of deadlines is as follows:

| 1st of the Month E-Newsletter | Ad copy due | Midmonth E-Newsletter | Ad copy due |
|-------------------------------|--------------|-----------------------|-------------|
| | | January 14 | January 8 |
| February 2 | January 25 | February 16 | February 8 |
| March 1 | February 22 | March 15 | March 8 |
| April 1 | March 25 | April 15 | April 8 |
| May 3 | April 26 | May 14 | May 7 |
| June 1 | May 25 | June 15 | June 8 |
| September 1 | August 25 | July 15 | July 8 |
| October 1 | September 24 | August 16 | August 9 |
| November 2 | October 26 | September 15 | September 8 |
| December 1 ³ | November 23 | October 15 | October 8 |
| | | November 15 | November 8 |
| | | December 15 | December 8 |

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, veranda. Headline may be bolded. However, no specific formatting such as color, bold, italics, bullets, indentation, or spacing will be applied to the main text.
- Please email submissions to communications@migrationpolicy.org, with subject heading, ATTN: Source Ad.
- We can only accept ads related to the Source's editorial mission and MPI's primary goals. MPI reserves the right to refuse any ad submissions.

PAYMENT

Payment is due before the publication date or on the date posted on the invoice. We accept credit cards (MasterCard and Visa only), checks, and wire transfers. If submitting a check, please indicate the invoice number on the check.

ADDITIONAL INFORMATION

For any questions, please contact April Siruno at (001) 202-266-1908 or asiruno@migrationpolicy.org.

Sign up for the Migration Information Source online journal at <http://www.migrationpolicy.org/signup>.

¹ The primary goals of the Migration Policy Institute are to a) promote a better understanding of migration trends and their effects on the countries and communities that send or receive migrants; b) to provide a forum for exchange of information on and discussion of migration policies in the United States and abroad; c) to analyze the factors that contribute to or detract from the international protection of refugees; d) to research ways of bringing about the fuller integration of refugees and migrants into their new communities; e) to assist other charitable and educational organizations in the conduct of similar activities.

² E-newsletter dates are subject to change, but deadlines stay the same.

³ Special Issue.