

**Middle East Studies Association**  
 1219 N Santa Rita Ave  
 The University of Arizona  
 Tucson AZ 85721(USA)  
 (520) 621-5850 • fax (520) 626-9095  
 SBS-MESA@email.arizona.edu • www.mesana.org

**SEE you in Denver!**

**2012 Annual Meeting**  
**17-20 November**  
**Sheraton Denver Downtown Hotel**



## 2012 ADVERTISING INFORMATION

<b>Publication</b>	<b>Publication date</b>	<b>Reservation date</b>	<b>Ad materials due</b>
<b>MESA Newsletter</b>	February 2012	January 05, 2012	January 12, 2012
August 2012	May 2012	April 02, 2012	April 09, 2012
	July 02, 2012	July 09, 2012	
	November 2012	October 01, 2012	October 08, 2012
<b>MESA's Review of Middle East Studies (RoMES)</b>	June 2012	April 6, 2012	April 13, 2012
	December 2012	October 5, 2012	October 12, 2012
<b>Annual Meeting Program</b>	November 2012	October 01, 2012	October 08, 2012

### Reach Your Target Audience!

MESA's circulation includes professors, specialists, students, NGOs, libraries, major academic institutions...everyone and anyone involved in the study of the Middle East.

Choose one or more of our advertising opportunities: display advertising in one of the MESA premiere publications, including the quarterly *MESA Newsletter*, the biannual *Review of Middle East Studies*, the *MESA Annual Meeting Program*; conference sponsorships or rental of the MESA membership mailing list.

Let us tailor a mailing list especially for you and your needs. Visit the website [www.mesana.org](http://www.mesana.org) and click on 'Advertising'.

### Annual Meeting Advertising Opportunities

- ♦ **WiFi Lounge**  
Sponsor one or more days of WiFi connectivity for conference attendees. Includes exclusive benefits for sponsors; the best deal is for a four-day sponsorship.
- ♦ **Lanyards**  
Your company name, logo and/or website featured on every attendee's name badge lanyard!
- ♦ **Tote Bags**  
Tote bag sponsorship includes bag and one advertising specialty item inside.
- ♦ **Promotional Handouts**  
Place a flyer, pen, magnet, coupon or another item of your choice to be included in the conference tote bag.

### MESA's Policy on Advertising

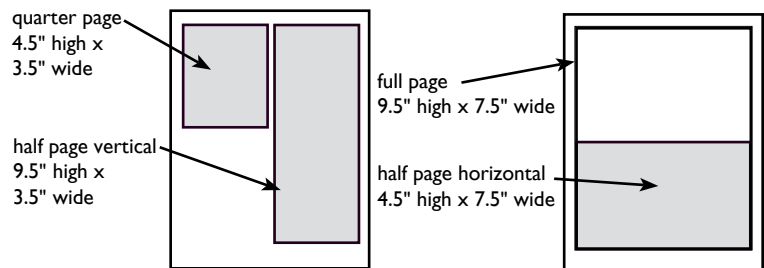
Appropriate advertisements are accepted for MESA publications on a space available basis. MESA reserves the right to refuse ads it deems inappropriate or in conflict with MESA's objectives. MESA publications will not accept advertising from defense and intelligence-related agencies from any government. The appearance of an ad in any MESA publication does not imply endorsement by MESA.

Advertiser represents and warrants that the advertisement and contents therein will not infringe upon any patent, trademark, or copyright; MESA reserves the right to reject any advertisement for any reason and in its sole discretion.

### Display Ads

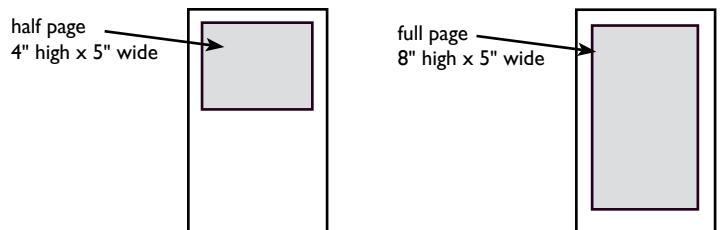
#### Newsletter and Annual Meeting Program

Finish trim size 8½" wide x 11" high



#### Review of Middle East Studies (RoMES)

Finish trim size 6" wide x 9" tall



### Mechanical Requirements

Preferred ad format is .pdf set to "Press Quality". Images should be 355 dpi or higher resolution. All ads are black and white (grayscale) with the exception of the back covers of the *Newsletter* (black plus one PMS color) and the *MESA Annual Meeting Program* back cover ad (four color with bleed); please contact Nadia Hlibka for availability and specifications.

The *MESA Newsletter* back cover is a half page horizontal format ad in black and white plus one PMS color. A different color is chosen for each quarterly issue. Please contact Nadia Hlibka for current PMS color, ad availability and specifications.

### Need help?

MESA can typeset or design your ad for you. We offer graphic design services for \$35/hour. Please contact Nadia Hlibka ([nhlibka@email.arizona.edu](mailto:nhlibka@email.arizona.edu)) for information or assistance.

# 2012 MESA ADVERTISING INSERTION ORDER FORM

**1** \_\_\_\_\_  
**Name** (of company, institution, organization, etc.)

**2** \_\_\_\_\_  
**Address**

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 Phone

\_\_\_\_\_  
 Fax

\_\_\_\_\_  
 Email

\_\_\_\_\_  
 Web URL

*For ads prepared by an ad agency—a tear sheet should be sent to the following address:*

\_\_\_\_\_  
 Name

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 Phone

\_\_\_\_\_  
 Email

## **3** Payment

**Payments by check appreciated** if possible (in US dollars drawn on a US bank) due to the extra fees in processing credit card charges.

- Check or Check Requisition/Purchase Order \_\_\_\_\_
- Charge VISA • MASTERCARD • AMERICAN EXPRESS • DISCOVER
- Need a tear sheet for payment
- Please invoice

*Please make checks payable to MESA.*

**Advertising Total**                      \$ \_\_\_\_\_  
**Amount Due**

\_\_\_\_\_  
 Card number

\_\_\_\_\_  
 Expiration date

\_\_\_\_\_  
 Billing zip code

\_\_\_\_\_  
 Name on card

\_\_\_\_\_  
 Signature

## **4** Choose Publication(s)

### Ad Packages

Have us put together an ad package to include at least 3 ads to receive a discount! Contact Nadia Hlibka (520-621-7073; nhlibka@u.arizona.edu) for information and rates.

### MESA Newsletter

#### Choose Issue(s)

- February Issue** (insertion order by Jan. 5 & copy by Jan. 12; publication to membership in February)
- May Issue** (insertion order by April 2 & copy by April 9; publication to membership in May)
- August Issue** (insertion order by July 2 & copy by July 9; publication to membership in August)
- November Issue** (insertion order by October 2 & copy by October 9; publication to membership in November)

#### Choose Display Ad Size(s)

- Quarter-page ad (3.5" wide x 4.5" high) ..... \$ 225
- Half-page ad horizontal (7.5" wide x 4.5" high) ..... \$ 375
- Half-page ad vertical (3.5" wide x 9.5" high) ..... \$ 375
- Full-page ad (7.5" wide x 9.5" high) ..... \$ 625

#### Text-Only Employment or Summer Programs Ads

- Printed and web listing ..... \$ 100
- Web only ..... \$ 60

Employment and/or summer program ad text is accepted as email message and/or attachment (NO PDFs). Please limit text ads to 500 words.

### MESA Review of Middle East Studies

#### Choose Issue(s)

- June Issue** (insertion order by April 6 & copy by April 13)
- December Issue** (insertion order by Oct. 5 & copy by Oct. 12)

#### Choose Display Ad Size(s)

- Half-page ad (5" wide x 4" high) ..... \$ 250
- Full-page ad (5" wide x 8" high) ..... \$ 425
- Back Cover ad (5" wide x 8" high) ..... \$ 800

**RoMES does not accept employment ads.**

### Annual Meeting Program

(Insertion order by October 01 & copy by October 08; publication is distributed at conference)



- Quarter-page ad (3.5" wide x 4.5" high) ..... \$225 (\$202)
- Half-page ad-Vertical (3.5" wide x 9.5" high) ..... \$ 375 (\$337)
- Half-page ad-Horizontal (7.5" wide x 4.5" high) .. \$ 375 (\$337)
- Full-page ad (7.5" wide x 9.5" high) ..... \$ 625 (\$562)
- Double page spread (2 @ 7.5" wide x 9.5" high) ... \$1 175 (\$1057)
- Back Cover ad (7.5" wide x 9.5" high) ..... \$2200 (none)

### Graphic Services

Design/typesetting services ..... \$ 35/hour

**Submitting digital files?** A pdf file is preferred. Set for "Press Quality"; black and white only (line art or grayscale); resolution 355 dpi or higher; no bleeds; and embed all fonts. Newsletter back cover is black plus one PMS color. Annual Meeting back cover ad is 4 color with bleed available. Contact Nadia Hlibka to reserve the back cover and get specifications.



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