

## Source Advertisement Rate Card 2009

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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." The Source, which has close to 11,000 subscribers, 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 MPI<sup>1</sup>, 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 number of recipients: 10,800

Average recipient open rate for the newsletter (2008): 23.7%

Average recipient click-through rate (2008): 7%

Within two months of publication, we will send you statistics about your ad's performance. These statistics include an approximate open rate for the newsletter and an approximate click-through rate for your ad.

## E-NEWSLETTER AD RATES

### Top-level 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: \$280 per issue, or \$500 for two issues;  
 Government rates are \$220 per issue or \$400 for two issues.  
 Nonprofit rates are \$175 per issue or \$300 for two issues.

### Classifieds

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

Rate: \$100 per issue, or \$175 for two issues;  
 Government rates are \$75 per issue, or \$125 for two issues.  
 Nonprofit rates are \$45 per issue or \$75 for two issues.

Bulk ads or a combination of top-level and classifieds are available. Please call 202-266-1908 for further information.

## AD DEADLINES AND NEWSLETTER PUBLICATION SCHEDULE<sup>2</sup> 2009

The schedule of deadlines is as follows:

1st of the Month E-Newsletter	Ad copy due	Midmonth E-Newsletter	Ad copy due
January 5	December 20	January 15	January 8
February 2	January 24	February 17	February 9
March 2	February 25	March 16	March 7
April 1	March 25	April 15	April 8
May 1	April 24	May 15	May 8
June 1	May 26	June 15	June 8
September 1	August 24	July 15	July 8
October 1	September 24	August 17	August 8
November 2	October 26	September 15	September 8
December 1 <sup>3</sup>	November 24	October 15	October 8
		November 16	November 9
		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. Headline may be bolded. However, no specific formatting such as color, bold, italics, or spacing will be applied to the main text.
- Please email submissions to [communications@migrationpolicy.org](mailto: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. You will be notified if your ad has been selected.

## AD EXAMPLES

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)

## 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](mailto:asiruno@migrationpolicy.org).

Sign up for the Migration Information Source online journal at [www.contact.migrationpolicy.org/SignUp\\_Source](http://www.contact.migrationpolicy.org/SignUp_Source)

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<sup>1</sup> 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.

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

<sup>3</sup> Special Issue.