

Migration Information Source Advertisement Rate Card

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 30 words (including headline)

RATES

Commercial: \$220/issue, or \$400 for two issues
 Government: \$165/issue, or \$300 for two issues
 Nonprofit: \$110/issue or \$200 for two issues

MID-LEVEL ADS

- Placement below the editor's note
- Only one ad per issue is available on a first-come, first-served basis
- Up to 30 words (including headline) with one image (no larger than 75 x 75 pixels) and web link
- OR Up to 100 words (including headline) and web link

RATES

Commercial: \$190/issue, or \$350 for two issues
 Government: \$135/issue, or \$250 for two issues
 Nonprofit: \$80/issue, or \$150 for two issues

CLASSIFIEDS

- Placement in the lower portion of the newsletter
- Up to 30 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

The screenshot shows the Migration Information Source newsletter interface. At the top, it says 'THE ONLINE JOURNAL of the MIGRATION POLICY INSTITUTE' and 'MIGRATION INFORMATION SOURCE FRESH. GLOBAL. AUTHORITATIVE.' The date is 'November 13, 2014'. There are sections for 'Also in the Newsletter', 'Have You Read?' (with links to articles like 'Deferred Action Program Revives Debate over Driver's Licenses for Unauthorized Immigrants'), 'Keep up with the Source' (with a subscribe button and RSS feed), and 'Editor's Note'. The main content area features several articles, including 'Immigration Not Decisive in the Midterms, But Results Critical to the Congressional Debate' and 'Pacific Island Nations, Criminal Deportees, and Reintegration Challenges'. Three advertisement boxes are overlaid on the newsletter: 1) A top-level ad (orange arrow) for 'Oxford University's new online course' on international labor migration. 2) A mid-level ad (green arrow) for 'Invitation to Attend the World BORDERPOL Congress'. 3) A classified ad (blue arrow) for 'Oxford University's new online course' (repeated). The newsletter also includes social media links and a footer with contact information.

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

Please call Marissa Esthimer at (001) 202-266-1906 or email source@migrationpolicy.org for further information.

AD DEADLINES AND NEWSLETTER PUBLICATION SCHEDULE*

The bimonthly newsletter, sent to more than 30,200 subscribers, is typically published on or around the 1st and the 15th each month. High-traffic weekdays such as Tuesday, Wednesday, and Thursday are preferred, and we aim for an early morning release in order to optimize release for North American, European, and African audiences.

Ad copy must be submitted on the preceding 25th (for the first of the month newsletter) or the preceding 8th (for the midmonth newsletter).

**Newsletter dates are subject to change, but deadlines stay the same.*

AD SUBMISSION GUIDELINES

Please email submissions to source@migrationpolicy.org, with subject heading, ATTN: Source Ad.

- 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, Verdana. Headline may be bolded. No specific formatting such as color, bullets, indentation, or spacing will be applied to the main text.
- Advertising does not reflect or influence the editorial content of the *Migration Information Source* newsletter, nor the online journal.
- MPI reserves the right to refuse any ad submissions either before or after review of ad copy. Customers will be notified if their ad has been selected after its review.
- MPI can only accept ads related to the Institute's primary goals and the editorial mission of the *Source* (see below). Ads touting new migration publications, academic conferences, calls for papers, and other educational opportunities fall within the *Source's* guidelines, and are encouraged. Ads that are not acceptable in nature include those promoting purely commercial ventures without an educational component, such as immigration legal services, remittances transfer companies, or political expressions for or against immigration policies. The newsletter does not run any ads that contain political expressions.

PAYMENT

Payment is due at least 1 day before the publication date or on the date posted on the invoice. We accept most major credit cards, checks, and wire transfers. If submitting a check or wire transfer, please indicate the invoice number on the check.

ADDITIONAL INFORMATION

For any questions, please contact Marissa Esthimer at (001) 202-266-1906 or email source@migrationpolicy.org

Sign up for the *Migration Information Source* online journal at http://my.migrationpolicy.org/content_item/signup-Source

STATISTICS

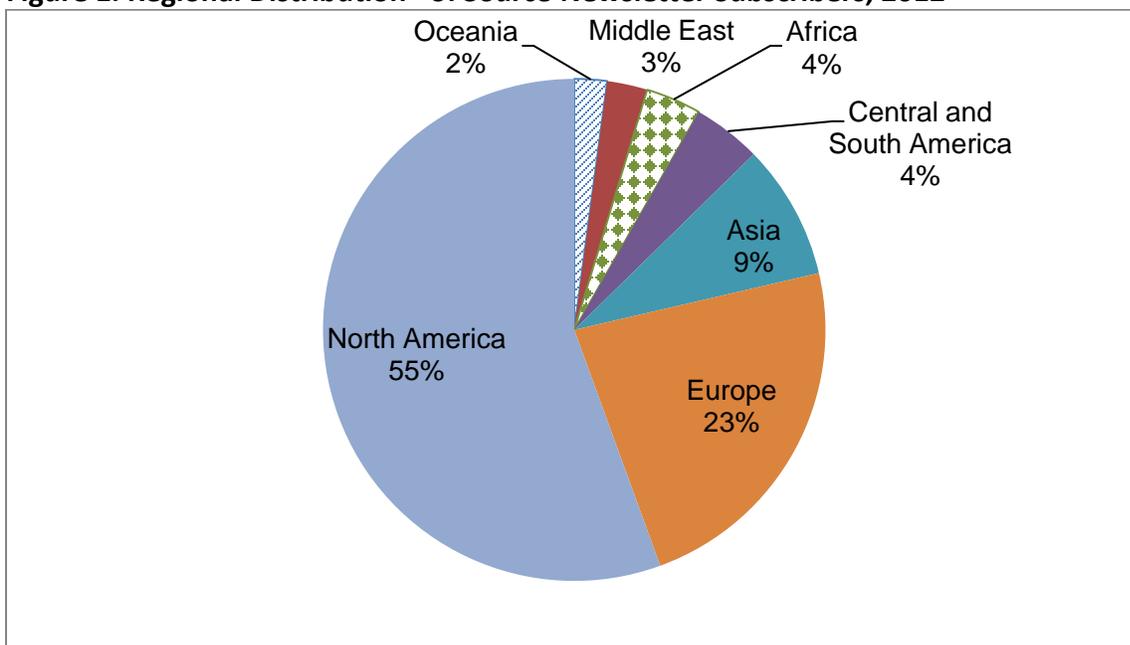
Approximate number of subscribers as of January 2015: 30,245

Average recipient open rate (2014): 18.4%

Average recipient click-through rate (2014): 3.1%

Source readers span the globe and include policymakers, researchers, journalists, educators, NGO staff, and other opinion shapers. Most readers are located in the United States, followed by the United Kingdom and Canada, according to a 2012 survey (see Table 1 for a ranking of the top 20 countries). The *Source* has enjoyed a growing readership outside of North America and Europe, with India, Australia, Nigeria, Pakistan, Bangladesh, and Georgia figuring among the top 20 countries.

Figure 1. Regional Distribution* of *Source* Newsletter Subscribers, 2012



*Regional distribution accounts for approximately 62% of all subscribers.

Table 1. The Top Countries* of *Source* Newsletter Readership, 2012

Ranking	Country	Ranking	Country
1	United States	11	Germany
2	United Kingdom	12	Nigeria
3	Canada	13	Netherlands
4	India	14	Pakistan
5	France	15	Bangladesh
6	Belgium	16	Switzerland
7	Italy	17	Georgia
8	Mexico	18	South Africa
9	Australia	19	Sweden
10	Spain	20	Greece

*Country rankings account for approximately 62% of all subscribers.

EDITORIAL MISSION

Since 2002, the *Migration Information Source* (the *Source*) has offered fresh thought and analysis on international migration trends in accessible and authoritative articles written by some of the most respected voices of the migration and refugee fields. A unique online resource, the *Source* provides useful tools, vital data, and essential facts on the movement of people worldwide.

The New York Times praised the *Source*: “Every moment has its magazine, and for the age of migration it is the *Migration Information Source*.” The *Source* 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 U.S. Census Bureau and *Choice* magazine.

The *Source* is a project of the Migration Policy Institute (MPI), an independent, nonpartisan, nonprofit think tank dedicated to the study of people worldwide. For more on MPI, visit: www.migrationpolicy.org/about/mission.

The primary goals of MPI 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.

For more information on MPI, please visit www.migrationpolicy.org/about/index.php.

