Migration Information Source Advertisement Rate Card 2015

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 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

Bulk ads, barter exchanges, or a combination of any level are available. Please call Zara Rabinovitch at (001) 202-266-1932 or email source@migrationpolicy.org for further information.
AD DEADLINES AND NEWSLETTER PUBLICATION SCHEDULE*

The bimonthly e-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 e-newsletter) or the preceding 8th (for the midmonth newsletter).

*E-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 e-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 e-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 Zara Rabinovitch at (001) 202-266-1932 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 E-newsletter Subscribers, 2012**

![Regional Distribution of Source E-newsletter Subscribers, 2012](image)

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

**Table 1. The Top Countries* of Source E-newsletter Readership, 2012**

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<thead>
<tr>
<th>Ranking</th>
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</tbody>
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*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.