



ADVERTISING IN TIE



Reach School Administrators, Teachers and Librarians through TIE!

- **TIE** is known as *the* newspaper to read by teachers and administrators worldwide!
- **TIEonline** *DOUBLES* your advertising power!
Your ad will appear in the hard copy version and online, giving you more exposure than ever before - *at no additional cost*. TIE / TIEonline brings in a steady stream of new subscribers and advertisers for TIE, and potential buyers for YOU.
- **TIE** is an excellent cost effective method of reaching decision makers in the international school community - the exact clients you want to purchase your product or services.
- **TIE** is distributed in every country.

**To reserve ad space or a banner, contact Nikki Gundry.
Tel: 615-826-7713 or Email: ngundry@tieonline.com**

TIE is the official publication of the International Educator's Institute, a division of the Overseas Schools Assistance Corporation, a private non-profit corporation founded in 1986.



The International Educator & TIEonline.com

P.O. Box 513, Cummaquid, MA 02637 USA



DEADLINES/ FACTS



RESERVE SPACE BY

August 30, 2010
 November 1, 2010
 January 3, 2011
 February 28, 2011
 May 2, 2011

MATERIALS CLOSING

September 6, 2010
 November 5, 2010
 January 10, 2011
 March 7, 2011
 May 9, 2011

PUBLICATION DATES (approx)

October 1, 2010
 December 1, 2010
 February 1, 2011
 April 1, 2011
 June 1, 2011

PUBLISHING FACTS

Issues Published: October, December, February, April and a special June "Jobs Only" edition.

Circulation: The printed versions of TIE reach between 40,000 and 50,000 readers. Newspapers are sent to 622 English-speaking schools around the world. Each school receives from 3-100 copies to cover the library, the faculty room and the administration. Over 110 international schools receive copies for their entire faculty. Approximately 1500 individuals and colleges in the USA, Canada and the UK receive a copy of TIE.

TIEonline.com has 34,800 registered users. The website has an average of 3,000 daily visitors in the high season and 1,500 in the low season. TIEonline.com subscribers can download current and past issues of the TIE newspaper.

Mailings: Domestic: 3rd class; International: ISAL (International Service Air Lift)

Publisher: Overseas Schools Assistance Corporation
 P.O. Box 513, Cummaquid, MA 02637

President: Forrest Broman
 Editor: Dan Lincoln
 Director: Julie Thrasher

Corporate Advertising Representative: Nikki Gundry
 136 Bay Drive, Hendersonville, TN 37075
 Tel / Fax: 615-826-7713
 Email: ngundry@tieonline.com



The International Educator & TIEonline.com

P.O. Box 513, Cummaquid, MA 02637 USA



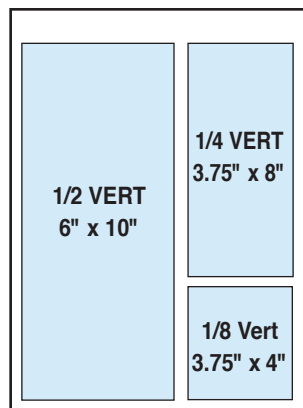
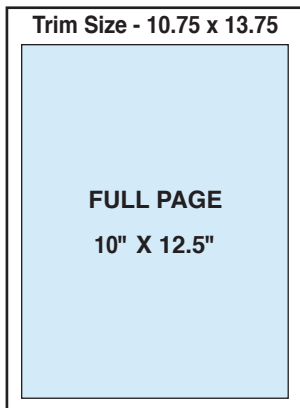
NEWSPAPER AD RATES / SIZES



| BLACK & WHITE: | <u>1 Time</u> | <u>2 (Per Insertion)</u> | <u>3 (Per Insertion)</u> | <u>4 (Per Insertion)</u> |
|--------------------|---------------|--------------------------|--------------------------|--------------------------|
| Full page | \$2,834 | 2,549 | 2,273 | 2,119 |
| 1/2 page | 1,687 | 1,556 | 1,282 | 1,202 |
| 1/3 page | 1,202 | 1,086 | 962 | 903 |
| 1/4 page | 907 | 813 | 723 | 683 |
| 1/6 page | 723 | 656 | 580 | 539 |
| 1/8 page | 566 | 512 | 449 | 423 |
| col. inch = 1.873" | 95 | 88 | 83 | 74 |
| FOUR COLOR: | <u>1 Time</u> | <u>2 (Per Insertion)</u> | <u>3 (Per Insertion)</u> | <u>4 (Per Insertion)</u> |
| Full page | \$3,374 | 3,091 | 2,808 | 2,651 |
| 1/2 page | 2,258 | 2,130 | 1,857 | 1,767 |
| 1/3 page | 1,767 | 1,659 | 1,538 | 1,475 |
| 1/4 page | 1,481 | 1,392 | 1,297 | 1,257 |
| 1/6 page | 1,297 | 1,221 | 1,154 | 1,119 |
| 1/8 page | 1,139 | 1,086 | 1,024 | 991 |
| COVER - 4 Color: | <u>1 Time</u> | <u>2 (Per Insertion)</u> | <u>3 (Per Insertion)</u> | <u>4 (Per Insertion)</u> |
| Full page | \$4,052 | 3,710 | 3,374 | 3,195 |

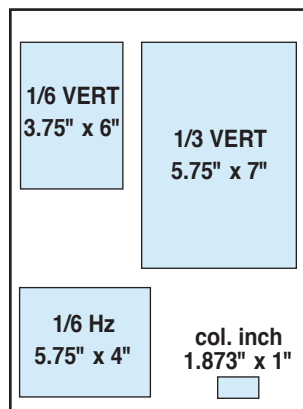
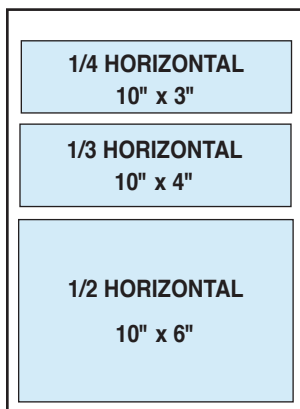
Contact Nikki Gundry regarding special rates / discounts for TIE's June "Jobs Only" edition.

Bleed Size - 11.25 x 14.25



SPECIFICATIONS & REQUIREMENTS

FULL COLOR: Must be CMYK, not RGB
ONE COLOR: Black & White rate plus \$150
BLEED: \$150.00 (additional)
PRINTING METHOD: Web-set, Direct-to-Press
MATERIALS REQUIRED: PDF files required, all fonts embedded
GRAPHICS / LOGOS / PHOTOS: Resolution must be 266 dpi.
COPIES OF NEWSPAPERS: Advertisers will receive one copy of each issue in which their ad appears.



TERMS: Net 30 days. **PAYMENT:** in US funds, except in the UK where payment can be made in pounds sterling at the current exchange rate.

COMMISSION:

A. 15% to recognized advertising agencies. Net 30 days.
 B. Advertising invoices to agencies with credit recognition are due net 30 days. Advertising agencies are fully responsible for payments of ads ordered through or by them.
 C. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for monies due and payable.

Contact Nikki Gundry - ngundry@tieonline.com.



WEB BANNERS & RATES



www.tieonline.com

TIEonline.com attracts a specialized market group of international educators K-12. It reaches several thousand teachers and administrators from one end of the globe to the other.

Banners are run on a monthly cycle starting on the 1st or 15th of the month.

All banner ads must be scheduled through Nikki Gundry before they go to the webmaster.

FILE FORMAT: gif, gif89a

BANNER DIMENSIONS: 234 x 60 pixels

FILE SIZE LIMIT: USA properties - 10k or less

ANIMATION: Cannot exceed 6 seconds in length; no looping

ALT. TEXT: No more than 15 characters

TARGET URL: Must be live at time of submission and may not exceed 200 characters nor have more than one embedded question mark.

NOTE: We do not offer agency discounts on banners.

BANNER RATES:

\$150 /month - 3 month cycle
\$100 /month - 6 month cycle
\$75 /month - 12 month cycle

DISCOUNTED BANNER RATES when combined with print ads

\$100 /month - 3 month cycle
\$75 /month - 6 month cycle
\$50 /month - 12 month cycle

BANNER ADS ARE AVAILABLE ON THE FOLLOWING WEB PAGES:

- **JOB ADS** - Educators looking for jobs will go here to search.
- **INSTANT JOB NOTIFICATION** - Job seekers use this service to receive a message as soon as a job is posted.
- **RESUME BANK - TEACHERS** - Job seeking teachers enter (or edit) their resume for heads of schools to view.
- **RESUME BANK - ADMINISTRATORS** - Used by heads of schools when seeking to fill a vacancy.
- **CAREER DEVELOPMENT** - Options for teachers and administrators when seeking to advance their careers.
- **RECRUITING FAIRS/DATES** - Educators go here to find the dates and places of upcoming recruiting fairs and conferences. A great place for a recruiting agency to draw extra attention.



The International Educator & TIEonline.com

P.O. Box 513, Cummaquid, MA 02637 USA



FEEDBACK FROM ADVERTISERS



“I would like to say that our product, ESL Reading Smart, has been quite successful in Texas, but ever since we advertised in TIE, our horizons have opened significantly. We have received communications from all over the world: Kazakistan, Scotland, England, Poland, Russia.... and we are now in ESL teacher's minds in every continent. Our ad was placed in the right spot in the paper, and TIE wrote a synopsis in the same page that prompted many of our callers to contact us. If you want your product to be known overseas, TIE is the newspaper you should advertise in. We will definitely place ads in TIE's upcoming editions...”

Martin Loperena
ESL Reading Smart

“TIE is one of our favorite publications for many reasons.

- First, we have a wonderful working relationship with the TIE personnel. Information from TIE including ad specifications, deadlines, and technical details is relayed clearly and timely. Any inquiries are answered promptly. TIE makes advertising easy.*
- Second, TIE reaches our customers. We know that teachers and administrators from around the world read TIE. TIE is a valuable source of information. School events and classroom activities are displayed in photos and articles linking teacher to teacher worldwide.*
- Third, TIE is a quality publication. Our ad is placed and presented in a very aesthetic and pleasing manner.*

We are always delighted with the entire publication as it is a highly respected newspaper in the field of education.”

Harcourt International Education Group
Orlando, Florida

“The International Educator is an influential publication. I have heard administrators quoting TIE. It is a font of information for all educators who plan to work or are presently working overseas. An interesting component of TIE is the inclusion of the DoDDS schools. Many vendors count those schools among their clients as well as the international schools so it is nice to read about them, too.

This is the fourth year that US Toy/Constructive Playthings has advertised in The International Educator and the decision to advertise has proven to be a successful one. We have received inquiries from schools stating that they discovered our company from the ad. You know your ad is a success when you receive feedback!

Not only is the newspaper an important resource but the TIE staff is very helpful and friendly. Our relationship with TIE has been a positive and rewarding one.”

Julia Keller, Robert Keller Associates
US Toy/Constructive Playthings

“I’ll go for the “Full Monty” and sign up for February and April. How flexible of TIE to give a retrospective discount! I couldn’t see that happening with your counterpart in the UK. Thanks to the TIE advert and some home-made promotion, we’re now hosting 85 or so jobs from 15 countries, not bad for a start-up in October.”

Charles - K12TeachOverseas.com

“When I want to communicate with international educators, the first thing I think of is TIE, The International Educator. This publication provides an efficient and cost-effective way of communicating with teachers and school administrators all over the globe. It ensures a good service and an excellent response to our advertisements.”

Jim McKay, Executive Officer - Staffing Services
ECIS - European Council of International Schools



The International Educator & TIEonline.com

P.O. Box 513, Cummaquid, MA 02637 USA



LIST OF ADVERTISERS IN TIE



- AAIE
 AASA/National Academy of School Executives
 AASSA
 Abascus College - Oxford Language Centre
 Academic Resources Center
 Academy International Elementary
 Academy of International School Heads
 Ace Software
 ACEI
 ACT DISCOVER Services
 Active Learning Corporation
 Addison Wesley Longman
 Advisory Unit Computers in Education
 Aetna Global Benefits
 Agency Group - REF: Univ. of Calgary
 Air Courier
 AISA
 Alaska Teacher Placement
 Albion Educational Services, Ltd.
 Aletheia Publications
 Alexander Forbes World Service
 Altai Corporation
 Amaris Education
 American Assoc. of Colleges for Teacher Education (AACTE)
 American University
 American University in Paris
 Amerispan
 Amideast
 Antioch University
 Apulia - Cultural Vacation
 Armand Hammer United World College
 Arthur Anderson
 ASCD
 Association of Christian Schools Int'l
 Aston University
 Athens Writing Project
 Aurora Public Schools
 B & B Flatlets
 Barrett Kendall Publishing
 BBC Educational Videos
 Bernard Hodes
 Berne University
 Bethel University Graduate School
 Beyond Books
 Bing and Bing's MACTRW.com
 Blackbaud
 Boise State University
 Bone & Co (International) Ltd.
 Bread Loaf School of English
 Calvert Education Services
 Cambridge International Examinations
 Camp Mohawk, The Home School
 Camp Regis/Apple Jack Teen Camp
 Careers in Education
 Carney Sandoe & Associates
 Center for Performance Assessment
 Center for Problem-Based Learning
 Centre for International Education Oxford
- CES Holdings Ltd.
 CFBT Ed. Services Int'l Recruitment
 Chelsea House
 CIS
 Clements International
 Cognitive Concepts
 College Board - DC
 College Board - NY
 College Board - San Jose
 Colorado Alpine Resorts
 Columbia Computing Services
 Consortium for Purchasing & Distrib.
 Consultants for Global Programs
 Continental Press
 Continuous Learning Curve
 Corlett, Skaer & DeVoto Architects
 Costa Travel
 Coughlan Publishing
 Council for Basic Education
 Council of Int'l Educational Exchange
 Creative Publications
 Cress Productions
 Database Systems International
 DataNotGuesswork
 Davis Publications
 Delta Education
 Delta Systems Co.
 Dick Bradley & Associates, Inc.
 Distance Learning Project
 Dr. Virginia P. Rojas
 E.L. Gazette
 EARCOS
 Earthwalk Communications
 Ebsco Publishing
 ECIS
 ECIS-Australia
 Education Group
 Education Network, The
 Educational Resources
 Educational Services Group
 Educational Testing Methods
 Educational Testing Services
 Educators B&B Network
 Educator's Collaborative, Inc.
 Educators Overseas Connection
 Educators Publishing Service, Inc.
 Ed-U-Link
 Electronic Consensus
 Endicott College
 ESL Reading Smart
 ESL School
 ESL Travel Inc
 ESOL-U.S.
 Esperanto League
 eSylvan
 Everyday Learning
 Executive Shortcuts
 Expatriate Insurance Services - D. Tester
 Far West Edge
 Fast Train - George Mason University
- FCD Educational Services
 Flashware International
 Follett International
 Fun Brain.Com
 Gale Group, The
 George Preger & Associates
 George Washington University
 Global Educational Systems
 Global Interactions
 Gordon International
 Gray's Recruitment Services
 Great Books
 Great Source Education Group, Inc.
 Grounds for Play/Creative Outdoor Designs
 Guildhall School of Music and Drama
 H2L2 Architects/Planners
 Hammett International
 Harcourt Int'l Education Group
 Helpern Architects
 Highwired.com
 Holbrook Travel
 Houghton Mifflin Company
 IATEFL
 Independent Educational Services, Inc.
 Indiana Wesleyan University
 inResonance
 Inst. Advncd. Plcmnt Teachers @ Stanford
 Insurance Services International
 Integrated Financial Planning Services
 Integrated Science Learning Expeditions
 Interact
 Intercultural Press
 Int'l & Domestic Educ. Programs
 International Baccalaureate
 International Educational Consulting
 International Educators Cooperative
 International Employment Gazette
 International English Institute
 International Herald Tribune
 International Inst. for Literacy & Learning
 International Insurance Consultants
 International Learning Centres
 International Living Magazine
 International Music Publications
 International Network
 International Procurement Agency Inc.
 International Schools Education
 Technology Services
 International Schools Services (ISS)
 International Schools Training Institute
 International Supply Teachers
 International Transport Solutions
 International Workshops
 INTESOL - International Tesol Training
 Invented City
 ISCS
 ISM - Independent School Management
 Jostens International
 K12TeachOverseas.Com
 Kentucky School Services

List of Advertisers in TIE

continued

| | | |
|--|---|---|
| Keyline Educational Service | Perma-Bound | Teachers of the World |
| Kid's Way | Phi Delta Kappa | TEOK Investigations |
| Knightsbridge Hotel | Philip Harris International | TESOL |
| KW International | Philip Tacey Ltd | The College of New Jersey |
| Lawrenceville Press Inc. | Pin Man | The Smile Train |
| Learn How Publications | Plymouth State University | Thomas Nelson and Sons Ltd. |
| Learner's Dimension | PonsVista | TIAA-CREF |
| Learning Services | Positive Action | Tie Care |
| Learning Technologies | Premier School Specialty Company | TIES |
| Learning.Com | Principals' Training Center | TIETAX |
| Lehigh University | QTS International Education Consultants | Times Educational Supplement |
| Liberty Tax Service | Queens University | Traspa UK |
| Living Learning English | Quest International | Trinity College London |
| LMR - Last Minute Recruitment | Rand McNally | Troy Academy at Green Mountain College |
| Logic Works Ltd | Rapid Link | TW Branun & Associates |
| Macmillan Education | Rediker Software | U.S. Toy/Constructive Playthings |
| Mapping the World By Heart | Regent University | Unger, Crandall & Johnson |
| McGraw Hill International | Reilly Financial Advisors | Unifoyle |
| Mesa Public Schools | Renaissance Learning (Advantage Learning Systems) | United Nations International School |
| Distance Learning Program | Rensselaer Polytechnic Institute | UnitedWorld Telecom |
| Michael Spence | Research for Better Teaching | Univ. of Alabama |
| Michigan State University | RHCC | Univ. of British Columbia |
| Mid-Land Job Bulletin | San Diego State University | Distance Education & Technology |
| Mini-Gym Company | Sandy Hill Camp | Univ. of Cambridge - Int'l Examinations |
| Missoula Children's Theatre | Scarecrow Education | Univ. of Cambridge - Int'l Summer Schools |
| Mount Saint Clare College | Scholastic Inc. | Univ. of Georgia |
| NAESP | School Specialty, Inc. | Univ. of Houston |
| National Professional Resources | Seaford Associates. L.C. | Univ. of Leicester |
| National Assoc. of Biology Teachers (NABT) | Search Associates - Cope | Univ. of London |
| National Audio Visual Supply | Search Associates (Dexter Lewis) | Univ. of Maryland |
| National Beta Club | Search Associates - Duckett | Univ. of Minnesota |
| National Co. For Geographic Education | Search Associates - Gordon | Univ. of New England - Canter & Assoc. |
| National Middle School Association | Search Associates - Harry J. Deelman | Univ. of Northern Colorado |
| National Society of High School Scholars | Search Associates - Magagna | Univ. of Northern Iowa |
| Nationwide Advertising Service (Visiting Int'l Faculty) | Search Associates Canada | Univ. of Oxford Summer Programs |
| Neff Motivation | Select Education International | Univ. of San Diego |
| Net EDU Inc./Blackthorne Publishing | Seton Hall University | Univ. of South Carolina |
| New Horizons | SIRS | Univ. of Southern Mississippi |
| New York Times | Sites Alive | Univ. of Surrey, School of Lang. & Intern |
| Newsbank | Sodexo | Univ. of the Pacific |
| Northern Arizona University | Solution Factors Ltd | Univ. of Washington - Ed. Outreach |
| Nova Southeastern University | Southern Teachers Agency | Univ. of Wisconsin-Stout |
| Odyssey of the Mind | Southwest Recreational | USA Girl Scouts Overseas |
| Ohio State University | St. Michael's College | USA Today International |
| Oregon State University | Stanford Group Company | Vienna Group of Hotels |
| Osceola County District Schools | Stanford University - Advanced Placement | Vinnell Corporation |
| Overseas Digest | Inst.Steck-Vaughn Company | Virtual Education Software |
| Overseas Tax Services | Stenhouse Publishers | Visions in Action |
| Oxford Brookes University | Stetson University Center | Walden University |
| Oxford University Press | Stockmarket Game | Walloon Institute |
| Pace University | Straus Downing International, Ltd. | Walsworth Publishing Company |
| PASCO | Susan Kovalik & Associates | Wida Software |
| Passport Language Schools | Taft Educational Center | William H. Sadlier, Inc. |
| Paxton International | Tanglewood Research | Willoughby CPA, LLC |
| Peace Corps | Taylor Publishing Company | Wisdom Tax Services |
| Pearson Education | Teacher Magazine | World of Reading |
| Pearson Education International | Teacher Placement Service | World Works, The |
| People to People International | Teacher Recruitment International | Worldwide Teachers |
| Performance Learning Systems | Teacher Training Center | Wright Group, The |
| | | WWTeach |