



Dear Marketing Professional,

TIE, **The International Educator** is pleased to present its media kit. The benefits your business can reap from advertising in TIE are enormous. Please see below the reduced advertising costs when you take advantage of our early commitment discounts.

**OPTION 1 - 10% Early Commitment Discount:** Reserve ad space in all four issues by **JUNE 6** and we will take an additional 10% off of the 4-time rate! You may vary your ads in each issue, but you must commit to all 4 issues.

**OPTION 2 - 5% Early Commitment Discount:** Reserve ad space in 2 issues by **JUNE 6** and we will take 5% off the 2-time rate.

**OPTION 3 - Display Ad/Banner Discount:** Reserve a banner ad in combination with your print ad and receive an additional discount (see rate card).

I'm eager to show you how we can help you get the attention of decision makers within TIE's network of international educators.

Please contact me by phone at 615-826-7713 or by e-mail to [ngundry@tieonline.com](mailto:ngundry@tieonline.com) before **JUNE 6** if you wish to take advantage of this offer.

Best regards,

Nikki Gundry



# 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](mailto: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.*



# DEADLINES/ FACTS



## RESERVE SPACE BY

August 30, 2011  
 November 1, 2011  
 January 3, 2012  
 February 28, 2012  
 May 2, 2012

## MATERIALS CLOSING

September 5, 2011  
 November 4, 2011  
 January 10, 2012  
 March 7, 2012  
 May 9, 2012

## PUBLICATION DATES (approx)

October 1, 2011  
 December 1, 2011  
 February 1, 2012  
 April 1, 2012  
 June 1, 2012

## 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 in 1,129 American Overseas, DODDs and international schools around the world. Each school receives a minimum of 3 copies to cover the library, the faculty room and the administration. Over 90 international schools receive copies for their entire faculty. Another 1500 individuals and colleges in the USA, Canada and the UK receive a copy of TIE, bringing total distribution to just under 10,000 copies. Over 2,500 additional individuals in the US and abroad receive an online copy of TIE, which includes all advertising.

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](mailto:ngundry@tieonline.com)



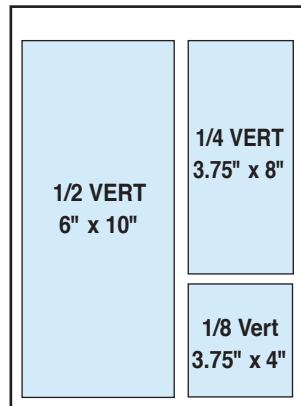
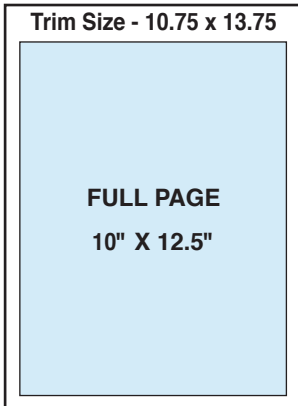
# NEWSPAPER AD RATES / SIZES



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

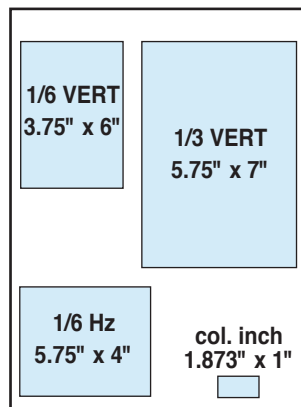
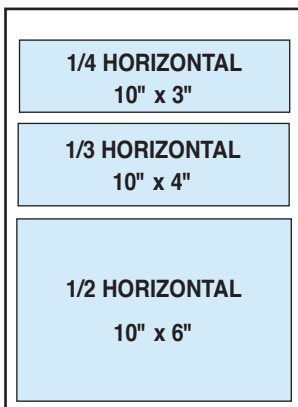
Contact Nikki Gundry regarding special rates / discounts for TIE's June "Jobs Only" edition.

## 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:

- 15% to recognized advertising agencies. Net 30 days.
- 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.
- 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](mailto:ngundry@tieonline.com).



# WEB BANNERS & RATES



[www.tieonline.com](http://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.

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.

## Advertising to Candidates

	PAGE NAME	URL	UNIQUE PAGE VIEWS per month	3 MTH CYCLE		6 MTH CYCLE		12 MTH CYCLE	
				W/PRINT AD	W/O PRINT AD	W/PRINT AD	W/O PRINT AD	W/PRINT AD	W/O PRINT AD
<b>Before Login</b>	Job List Page	/job_ads_list.cfm	6,000-8,500	\$75/month	175/month	\$50/month	125/month	\$25/month	75/month
	Login Page	/logincheck_new.cfm	3,500-7,500	\$75/month	175/month	\$50/month	125/month	\$25/month	75/month
	TIE services page	/tie_services.cfm	5,000-6,500	\$75/month	175/month	\$50/month	125/month	\$25/month	75/month
	Preview Pages	e.g. /preview3.cfm	up to 3,500 each (6)	\$100/month	250/month	\$75/month	200/month	\$50/month	150/month
<b>After Login</b>	Job Search Results Page	/job_ads_search_results.cfm	15,000-32,000	\$125/month	300/month	\$100/month	250/month	\$75/month	200/month
	Job Search Page	/job_ads_search.cfm	16,000-32,000	\$125/month	300/month	\$100/month	250/month	\$75/month	200/month
	Job Details Page		banner will appear on every job posting	\$150/month	400/month	\$125/month	350/month	\$100/month	300/month
	Any Other Page			\$75/month	175/month	\$50/month	125/month	\$25/month	75/month

## Advertising to Schools

	PAGE NAME	URL	UNIQUE PAGE VIEWS per month	3 MTH CYCLE		6 MTH CYCLE		12 MTH CYCLE	
				W/PRINT AD	W/O PRINT AD	W/PRINT AD	W/O PRINT AD	W/PRINT AD	W/O PRINT AD
<b>Before Login</b>	Login Page	/logincheck_new.cfm	3,500-7,500	\$100/month	250/month	\$75/month	200/month	\$50/month	150/month
<b>After Login</b>	Resume Search Page	job_resume_search.cfm	450-750	\$75/month	\$175/month	\$50/month	125/month	\$25/month	75/month
	Resume Search Results Page	job_resume_search_results.cfm	500-700	\$75/month	\$175/month	\$50/month	125/month	\$25/month	75/month
	Resume Search Results Page – Immediate Openings	job_resume_search_results.cfm?immediate=Y	2,700-3,000	\$125/month	300/month	\$100/month	250/month	\$75/month	200/month
	Whole Package			\$150/month	400/month	\$125/month	350/month	\$100/month	300/month

**Contact Nikki Gundry for multiple pages and customized solutions.**



# 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



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