



## Academy of International Business

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## AIB Promotional Services

Thank you for your interest in the AIB promotional services. The AIB membership currently represents around 3,000 professionals from the international business academic community around the world. The breakdown is approximately as follows:

North America	approx.	1570
Europe	approx.	700
Asia	approx.	640
Latin America	approx.	40
Africa/Middle East	approx.	50

Please contact us for an up-to-date count of current membership at the time of your order. To order any of our promotional materials, please complete the attached form and return it by fax or mail to the address below. Please print clearly and specify where invoices should be sent, as well as any other special requests you may have.

**Mailing List:** The postal addresses are available as Microsoft Excel files or tab-delimited text files. The lists are rented out for single usage only. Please make sure to note any special requests clearly.

**Advertisement:** Please return the attached form with your announcement/ad. Please include either an electronic copy of your announcement or camera-ready high-quality copies of any logos, graphics, or pictures included along with your text. Please note that we cannot scan faxed text or logos.

The deadlines for advertisements are provided on the "Advertisement Specifications" page. Newsletters are usually published within a month of the copy deadline. All publication is on a space-available basis, so please get your announcement to the AIB Executive Secretariat as early as possible to ensure publication.

For questions, please contact Mr. Tunga Kiyak, Managing Director, at [aib@aib.msu.edu](mailto:aib@aib.msu.edu).



# Academy of International Business

(Federal Employer ID# 23-7442958 Duns No. 797963394)

## University Promotional Services Order Form

### Newsletter and Web Ad Package

- \$550 - Full-Page Ad
- \$350 - Half-Page Ad
- \$225 - Quarter-Page Ad

Please indicate the issue desired: \_\_\_\_\_

#### COPY DEADLINES:

- 1st Qtr Newsletter . . . . . January 15
- 2nd Qtr Newsletter . . . . . April 15
- 3rd Qtr Newsletter . . . . . July 31
- 4th Qtr Newsletter . . . . . October 31

Please refer to the "Advertisement Specifications" page for submission requirements for your ad copy. Newsletters are usually mailed a month after the copy deadline. Each newsletter is also archived on the AIB website at <http://aib.msu.edu/>.

### "Piggyback" Mailing

- \$650 - "Piggyback" Mailing. This promotional concept allows you to enclose your own brochure in the *AIB Newsletter* mailed quarterly to our members. Please ship 2800 copies of your brochure to the AIB office. Maximum Brochure Size is 8.5 in. by 11 in. (21.6 cm x 27.9 cm) not to exceed 1/2 oz. (14.2 g)

**The deadline for our receipt of your brochures is the same as the above copy deadlines.**

Please indicate the issue desired: \_\_\_\_\_

### Mailing Lists

- \$450 - AIB Mailing list
- \$300 - North America list
- \$250 - Non-North American list only
- Custom list - Request quotations (\$30 minimum)

One time only rental of the AIB mailing list for your own mailing. The list is available in tab-delimited text or Microsoft Excel format.

Please indicate list format and date needed: \_\_\_\_\_

### Conference Exhibit and Promotion

- \$550 - Program full-page ad
- \$350 - Program half-page ad
- \$225 - Program quarter-page ad
- \$400 - Conference Bag Insert
- \$750 - Booth/Tabletop Exhibit at the Meeting (Display staffed by sender, any number of titles)
- \_\_\_\_\_ x \$150 - fee for additional representatives for the meeting
- \$600 - Book Exhibit at the Meeting (Display staffed by AIB, up to 12 titles)
- \$400 - Combined book exhibit at the Meeting (Display staffed by AIB, up to 5 titles)

Please contact AIB for deadlines for program ads and shipping information for the exhibits.

\$\_\_\_\_\_ TOTAL

### Service Request Form

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_

Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

### Payment Information

- Purchase Order (No. \_\_\_\_\_) Enclosed

- \$\_\_\_\_\_ Check  
(No. \_\_\_\_\_ Date \_\_\_\_\_) Enclosed

**ALL CHECKS MUST BE IN U.S.DOLLARS. PLEASE MAKE CHECKS PAYABLE TO THE "ACADEMY OF INTERNATIONAL BUSINESS"**

- \$\_\_\_\_\_ CREDIT CARD:  
(circle type: MasterCard VISA AMEX Discover)

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**ALL ORDERS MUST BE ACCOMPANIED BY PAYMENT OR PURCHASE ORDER**

MAIL TO: **ACADEMY OF INTERNATIONAL BUSINESS**  
7 Eppley Center  
Michigan State University  
East Lansing, Michigan 48824-1121  
U.S.A.

Tel: +1-517-432-1452 Fax: +1-517-432-1009  
Email: [aib@aib.msu.edu](mailto:aib@aib.msu.edu) <http://aib.msu.edu/>



# Academy of International Business

## *Advertisement Specifications*

### **Ad Sizes**

Display ads are billed based on size. Prices are indicated on the Promotional Services Order Form. Only one-color ads will be accepted. Ads should be designed to fit the sizes below:

full-page ad	7.5 in(w) x 10 in(h) (19 cm x 25.5 cm)
half-page ad	7.5 in(w) x 4.875 in(h) (19 cm x 12.25 cm)
quarter-page ad	3.75 in(w) x 4.875 in(h) (9.5 cm x 12.5 cm)

### **Formats Accepted**

Electronic submission of ads is preferred. Portable Document Format (PDF) files are preferred using "Press" settings. Contact AIB with any questions regarding proper settings. Adobe InDesign and Quark Xpress (4.0) files also may be sent with the necessary links and fonts to ensure compatibility. TIFF and EPS files also may be sent with fonts set to outlines or with fonts included. If sending native files, please compress the package using a common compression software.

Camera-ready art is accepted for one-color, black and white ads. Screens should be avoided. If screens are part of the logo or art, rescreening may be necessary and may cause "fuzzy" results.

### **Composition**

If you desire AIB to set your text file into a simple layout, send your text file and any logo via email to AIB indicating headlines and body text. Use the following guide to estimate the size of the ad space required.

full-page ad	500 words
half-page ad	250 words
quarter-page ad	150 words

Accepted file formats for logo images are TIFF, EPS or JPG. File resolution should be 300 dpi. JPGs from web pages usually do not have the proper resolution for print uses. Faxed logos cannot be used for reproduction.

AIB reserves the right to refuse ads based on content or incompatibilities with file formats or sizes. Late submissions cannot be guaranteed placement.

### **Electronic submission**

Files may be sent via email to [aib@aib.msu.edu](mailto:aib@aib.msu.edu). Files larger than 5MB should be sent on CD to: Academy of International Business, 7 Eppley Center, Michigan State University, East Lansing, MI 48824-1121 USA.