



'The Summit' Magazine Information for Advertisers



Circulation: 1000 copies are distributed to: International School Moshi's parents and teachers; Tanzanian and Kenyan Embassies and Diplomatic Missions; and Tanzanian, East African and International Companies. Copies are circulated over a minimum period of six months and many make their way with families to North America and Europe.

Parent Profile: *The Summit* is distributed to all families at both our Moshi and Arusha campuses. Over 50% of our parents are expatriate or Tanzanian business people; 20% work for an NGO or mission; 15% work for the United Nations; and 68% of our parents pay all or part of their children's school fees. The majority of our parents and teachers travel widely in East Africa during school vacations.

Web Profile: All *The Summit* advertisers receive an invitation to advertise on the ISM website, www.ismoshi.org, for six months at no extra charge. This includes a link to your website or email address, and rotation of your logo and link on the ISM website's home page. *Approximately 90,000 internet users visit our website annually.*

Size of advert	Dimensions (mm)	Price per issue (full colour advert, all inclusive)
Quarter Page	90mm width, 135mm height	US\$200.00
Half page	185mm width, 135mm height	US\$350.00
Full page	185mm width, 275mm height	US\$600.00

Magazine format: 32 pages total including 28 pages of text on 150 gsm matt (12 pages in full colour, 16 pages in black and white). The 4 cover pages are printed in colour on 250 gsm and are gloss laminated.

Distribution Dates: ISM's next edition of *The Summit* magazine will be published on 6 December 2008.

Artwork Requirements: You may submit artwork in any of the following formats: MS Publisher, Adobe Illustrator, InDesign or Corel Draw. Please note that if you submit adverts in PDF format you are thereby acknowledging that your file is high resolution and press ready. If, during make up, we find that it or any part of the file is of low resolution we will endeavor to contact you, if there is time, and ask for a high resolution replacement. If no replacement is available we will go ahead with the advert submitted. Please make sure that your designer has checked that all images within your PDF file are **at least 300dpi** and in CMYK colour, if possible. **For assistance with advertising design please contact us.**

Next deadline: Please send artwork to development@ismoshi.net by 1st October 2008.

Payment must be received by 1st October 2008 to guarantee publication of your advert.

For more information: please contact Kate Robertson in International School Moshi's Development Office, at development@ismoshi.net or call +255 27 275 5004.

International School Moshi, www.ismoshi.org