



REACH THE WORLD WITH ISS

International Schools Services (ISS) creates the largest global footprint in international education support,

working with more than 500 international schools and thousands of educators each year across our suite of services. Since our inception as a nonprofit in 1955, ISS has proudly supported innovation, growth, and best practices in global education:

- **110+** schools launched and managed around the world
- **50,000** educators placed in hundreds of international schools
- **15,000** school supply orders processed worldwide each year
- **500** international schools worked with annually
- **75** school foundations stewarded each year

Within, you'll find an assortment of advertising opportunities in ISS publications that keep the international community well-informed and well-connected. Advertising with ISS gives you reach to a unique global audience, while also supporting a mission of excellence in schools around the world. Thank you!

For more information, please reach out to Advertising@ISS.edu

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DIGITAL AD OPPORTUNITY

NEWSLINKS

NewsLinks brings the international community together as a hub of news, announcements, stories, reflections, and celebrations from schools around the world. Now published exclusively as a digital magazine, NewsLinks electronically reaches more than 30,000 educators around the world.

Your NewsLinks ad can link to your website, driving traffic directly to any page you request. In addition to delivering each new issue to our whole candidate database, we promote NewsLinks prominently on the ISS home page and social platforms.

Ad pricing and specifications on page 4



NewsLinks

AN INTERNATIONAL SCHOOLS SERVICES PUBLICATION

Volume XXXIV Number 2 Princeton, New Jersey, U.S.A. January 2019



Support the Third Annual
#MYFREEDOMDAY

By Veronica Plaut McDaniel
Atlanta International School, USA

Schools around the world are gearing up for the third annual #MyFreedomDay on March 14th, 2019. Last year's #MyFreedomDay was a tremendous success, with students taking action all over the world on this global day of action in order to raise awareness of human trafficking.

#MyFreedomDay was created by CNN as a call to action for students on campuses worldwide to come together on one single day to raise awareness on human trafficking, and to stand up for freedom collectively. AIS partnered with The CNN Freedom Project to spearhead the initiative in 2017 by contacting heads of schools, educational organizations, students, and teachers around the globe. As a result of the 2018 initiative, every inhabited continent had a school taking part in the campaign. These events were televised Live

by CNN International. According to CNN's Mike McCarthy, in 2018 there were students from more than 100 countries involved, and the hashtag #MyFreedomDay made 1.4 billion impressions on Twitter.

The campaign itself attracted celebrities, which was also a powerful experience for our students. They saw celebrities from Manchester United soccer players, rap artists, Hollywood actors, to producers, politicians, and even a prime minister. Seeing their messages spread across the world and sharing messages with these celebrities further proved to the kids that their work was truly impactful and international in breadth.

What was most inspiring was the commitment, dedication, energy and passion these students showed throughout the

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THE 5 FEARS THAT KILL INNOVATIVE EDUCATION (AND 5 WAYS TO OVERCOME THEM)

By Tosca Killoran
Director LEVEL 5 China

Every school wants to be innovative. But what does that really mean? Innovation is contextual bound, to our learners, our teachers, our resources, our parent community and mostly, in all of our readiness and willingness for change.

So what do we do to be ready and willing? As educators we start with ourselves and reflect if we are caught in attitudes or attributes that are killing innovation in our practice, our schools, and our lives.

Fear of change.

Our early human brains were programmed to seek consistency in food sources, shelter and community. We resist change because it poses a threat to our survival. But a modern fear of change can lead to a closed mindset in which we fail to innovate. Teaching is hard, demanding, and has long hours. It is a craft in which we possess less social capital than other professions, and yet are still under a lot of pressure to be successful. I get it, a change that leads to failure can reduce that power and increase criticism. However, no matter what stage you're at in your educational journey you'll have to find ways to embrace and harness innovation and advancement because the only constant is change.

Ask yourself: *What about this change is an opportunity?*

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Credit: John Burns, LEVEL5 Bahrain

INSIDE

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DIGITAL AD OPPORTUNITY

NEWSLINKS DETAILS

Pricing

Ad Type	1 insert, each	2 inserts, each	3 inserts, each	Savings for 2 inserts	Savings for 3 inserts
Back Cover (Limit 1 advertiser per issue)	\$4,100.00	\$3,485.00	\$2,870.00	-15%	-30%
Inside Cover (Front/Back) (Limit 2 advertisers per issue)	\$3,800.00	\$3,230.00	\$2,660.00	-15%	-30%
Full Page, Standard	\$3,300.00	\$2,805.00	\$2,310.00	-15%	-30%
1/2 Page Horizontal/Vertical	\$2,600.00	\$2,210.00	\$1,820.00	-15%	-30%
1/4 Page Horizontal/Vertical	\$1,700.00	\$1,445.00	\$1,190.00	-15%	-30%
1/8 Page Horizontal/Vertical	\$1,250.00	\$1,062.50	\$875.00	-15%	-30%

Dimensions

Ad Type	Dimensions
Back or Inside Cover	10"W x 14"H
Full Page	10"W x 14"H
1/2 Page Horizontal	10" W x 6.833" H
1/4 Page Horizontal	10" W x 3.275" H
1/8 Page Horizontal	4.917" W x 3.375" H
1/2 Page Vertical	4.917" W x 14" H
1/4 Page Vertical	4.917" W x 6.775" H
1/8 Page Vertical	2.375" W x 6.775" H

File Details

- All ads are full color. Please send the following file types:
- PDF or JPEG
 - 200 dpi minimum
 - RGB

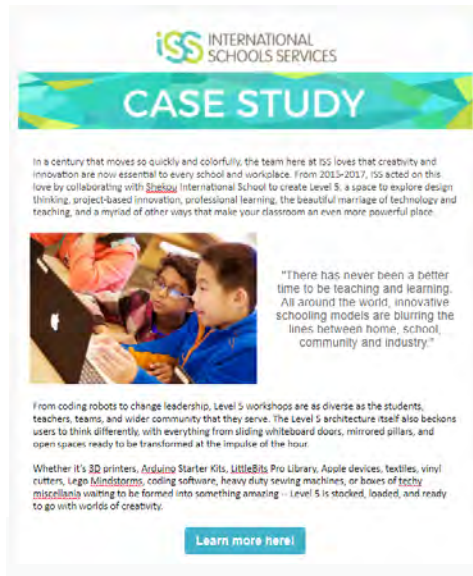
Calendar

Fall 2019	Winter 2020	Spring 2020
Ad Agreement Due: October 23, 2019	Ad Agreement Due: December 2, 2019	Ad Agreement Due: March 10, 2020
Ad Materials Due: October 29, 2019	Ad Materials Due: December 9, 2019	Ad Materials Due: March 17, 2020
Distribution: November 2019	Distribution: January 2020	Distribution: April 2020

Get Started

To reserve your advertising space, please complete the Media Order Form on page 9 or contact us at Advertising@ISS.edu. We can also help you customize your own advertising package to meet your unique needs.

Other Digital Opportunities



Sample Email

EMAIL • CASE STUDY

Three times a year, ISS will send our community an email featuring one supply advertiser. This promotion takes an advertorial approach, giving you a chance to share a case study or demonstration that educates our audience while also shining a spotlight on your product. Advertisements can link directly to the webpage of your choosing. This opportunity is only available to **active School Supply vendors for ISS**.

Ad Type	1 insert, each	Discounted*
Advertorial Email Limit 3 advertisers per year	\$3,500.00	\$1,750.00

*50% savings for an advertiser with additional ISS ad placements during the fiscal year

FILE DETAILS: All images in the case study are full color • JPEG or PDF • 200 dpi minimum • RGB



Sample Facebook post

ISS SOCIAL MEDIA • SPONSORED POST

We celebrate how powerfully social media connects educators around the world. Our Facebook page alone has a growing following of 26,800+ people -- a sponsored post across this vast medium benefits the advertiser with a large and relevant audience, plus gives educational value and variety to followers and consumers. This opportunity is only available to **active School Supply vendors for ISS**.

Ad Type	Monthly
Facebook Post (Limit 1 school supply advertiser per month)	\$500.00

FILE DETAILS: All ads are full color • JPEG or PDF • 200 dpi minimum • RGB

Supply Supplement

AN INTERNATIONAL SCHOOLS SERVICES PUBLICATION

2018/19 Edition

WELCOME MESSAGE FROM KEITH CINCOTTA

Director of School Services



About this time every year, schools start thinking about and planning for supply needs—which items need to be updated or replaced, the great ideas germinating for next school year, supplemental materials to help cope with an enrollment bulge and budgets, processes and timelines for teachers and administrators. That's why we publish the annual School Supply Supplement each year about this time. It gives our trusted vendors an opportunity to tell a little about themselves and showcase some of their new products. That way, faculty and staff can start thinking about their upcoming needs and preparing some of their wish lists before the actual ordering season commences.

Now is a great time to share some of the recent changes in the ISS School Supply Program. We've heard from schools over the years about interest in an online ordering system. I'm excited to tell you about a newly developed custom ISS School Supply portal for materials across nine different School Specialty vendors encompassing everything from general supplies to art supplies, PE equipment, furniture, science and more. My team has been working with School Specialty to develop a portal for their products to help streamline some of the coordination that typically happens within a school. Through the

portal, schools can create accounts for teachers and staff giving them the opportunity to create carts which can be approved by administrators and then automatically forwarded on to ISS. The portal has accurate pricing and inventory information which will cut down on time consuming back and forth with vendors. The portal also shows you the deep discounts ISS has negotiated on your behalf. Already, we've heard positive feedback from schools that this portal really helps make purchasing easier and more like the online shopping experience we're all familiar with. For more information contact your ISS Representative who can get you established and started with the ISS/School Specialty portal.

While the School Specialty portal is up and running and working well, we still have a tremendous number of orders that are being managed through our classic purchase order process. Our team is focused on giving you personalized support and helping you find just the right school supplies from the vendors you trust. We continue to aggressively negotiate discounts for you but increasingly spend time on logistics as well. Even as the distribution networks get more sophisticated throughout the world, we have been seeing a big shift in recent years related to managing country regulations and logistics. Vicki's reflective interview in this issue talks about what it used to be like. How times have changed! Now, there are increasing regulations

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International Schools Services
15 Roszel Road, PO Box 5910
Princeton, NJ 08543, U.S.A.
ADDRESS SERVICE REQUESTED

Non-Profit
Organization
U.S. Postage
PAID
Rockville MD
Permit No. 800

ISS INTERNATIONAL SCHOOLS SERVICES

International Schools Services (ISS) works with more than 500 international schools and thousands of educators each year across its suite of services, creating the largest non-profit, global footprint in international education support. Since its inception in 1955, ISS has provided comprehensive, customized services to international schools. Headquartered in Princeton, NJ, USA and with regional locations in China and Bahrain, ISS has a sixty-person staff with extensive experience in all aspects of international education, including school leadership, school finances and accounting, curriculum development, teaching and learning, recruitment, procurement, change management, creativity and innovation.



Kick off the school year!



CUSTOM TEAM UNIFORMS
FREE SHIPPING
FREE DESIGN
LOW MINIMUMS



For more information, please contact us at
sales@rocketsciencesports.com!
+1 (512) 782-4448
www.rocketsciencesports.com

DIGITAL AD OPPORTUNITY

SCHOOL SUPPLY SUPPLEMENT

Showcase your products to schools around the world.

With an advertisement in our annual School Supply Supplement, get in front of international schools before they begin purchasing supplies for the upcoming year. The ISS School Supply Supplement reaches hundreds of schools in October, offering a great way for you to promote products or programs just as administrators are looking for the best supply options.

Ad pricing and specifications on page 7



DIGITAL AD OPPORTUNITY

SCHOOL SUPPLY SUPPLEMENT DETAILS

Pricing

Ad Type	1 insert, each	Dimensions
Front Cover (Limit 1 advertiser per issue)	\$1,600.00	4.92" W x 9.4" H
Back Cover (Limit 1 advertiser per issue)	\$1,200.00	10" W x 14" H
Full Page, Standard	\$1,000.00	10" W x 14" H
1/2 Page Horizontal/Vertical	\$700.00	10" X 6.833"
Full Page Spread (2 pages)	\$1,750.00	Each Page: 10" W x 14" H

Calendar

Fall 2019

Ad Agreement Due:
September 10, 2019

Ad Materials Due:
September 18, 2019

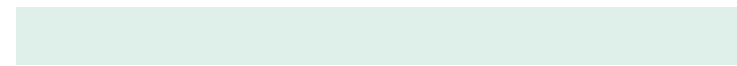
Distribution: October 10, 2019

File Details

All ads are full color. Please send the following file types:

- PDF or JPEG
- 200 dpi minimum
- CMYK

Get Started



To reserve your advertising space, please complete the Media Order Form on page 9 or contact us at Advertising@iss.edu.

INSERTS • SCHOOL SUPPLY PACKAGES

ISS School Supply ships thousands of boxes from our Princeton warehouse to schools around the world. School Supply Inserts let you share physical promotional or sample material in those shipments, just waiting to be opened and received directly by international school administrators.



Ad Type	Full year
Package insert, literature	\$500.00
Package insert, bellyband (limit 1 advertiser)	\$1,500.00
Package insert, freemium/sample	\$1,000.00

Materials must be supplied by advertiser to ISS / 15 Roszel Road / Princeton, NJ 08540

Please note: We will make reasonable attempts to include inserts in all designated packages, but situations may require omission due to factors such as weight, size, shipment method, etc.



Ad Type	1 insert, each
Swag bag insert, literature	\$500.00

INSERTS • RECRUITMENT FAIR BAGS

Hundreds of job-seeking educators and international school recruiters come together at our ISS-Schrole Advantage Recruitment Fairs. At these events, educators network and interview with recruiters from around the world; many leave the fair with a job contract to a brand new country.

Each educator in attendance receives a swag bag at the beginning of the conference. Inserts in these bags give advertisers an opportunity to reach candidates at a particularly exciting moment in their career! Insert options are available to all schools attending, as well as to non-school organizations not in attendance.

Atlanta 2019	Bangkok 2020	San Francisco 2020
Ad Agreement Due: November 15, 2019	Ad Agreement Due: December 2, 2019	Ad Agreement Due: January 13, 2020
Ad Materials Due: November 29, 2019	Ad Materials Due: December 16, 2019	Ad Materials Due: January 27, 2020
Fair Date: December 7, 2019	Fair Date: January 4, 2020	Fair Date: February 6, 2020

Materials must be supplied by advertiser to ISS / 15 Roszel Road / Princeton, NJ 08540

ISS MEDIA ORDER FORM

Thank you for taking the time to review our advertisement opportunities. We're so glad you've chosen to promote your company with ISS! Please fill out the following details and select your advertising options, then send completed forms to **Advertising@ISS.edu**.

DATE _____

COMPANY _____

NAME _____

ADDRESS _____

TEL _____

EMAIL _____

Billing information (if different)

COMPANY _____

NAME _____

ADDRESS _____

TEL _____

EMAIL _____

Publication Type	Size of Insert if relevant	Date of Issue if relevant	Number of Issues	Cost per Issue	Ad Cost
<i>Example: NewsLinks</i>	<i>1/2 Page horizontal</i>	<i>Fall, Winter</i>	<i>2</i>	<i>\$2,210.00</i>	
Total Ad Cost:					

AGREEMENT: This agreement may be cancelled in writing within 30 days of issue date. Print advertising invoices are due and payable within 30 days of invoice date. Internet ads must be paid in full and in advance. No alternation or modification of this agreement shall be valid unless in writing and signed by both the Buyer and Seller. Position requests are governed by ISS policy and will be honored whenever possible. In the event of failing to supply ad copy, Seller may, at its option accelerate this agreement and declare all sums immediately due and payable. And/or the Seller may, at its discretion print the Buyer's most recent previously run advertisement

_____ AUTHORIZED CLIENT SIGNATURE	_____ DATE
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