

## Advertisement information

*Three times a year* the International Institute for Asian Studies publishes the *IIAS Newsletter*. Enjoying a worldwide readership of 21,500 institutes and individuals specialized in Asian Studies, the *IIAS Newsletter* ranks among the most widely read publications in the field. It renders lively and comprehensive coverage of the latest developments in Asian Studies. Broad in scope and appeal, the newsletter contains research articles, book reviews, conference reports, interviews, news about fellowships and grants, opinion articles and an Asian art section. It informs on organizations, institutes, conferences, and employment opportunities. An electronic version is available via [www.ias.nl](http://www.ias.nl)

In recent years, this carefully designed newsletter has increasingly enhanced communication among Asia specialists worldwide. It has developed into a leading information provider on Asia and therefore holds special appeal for Asia specialists, as well as business people, government officials, and politicians.

# Three times a year

## Measurements

Minimum width: 2 columns: 51.2 mm  
 Each subsequent column: 28.1 mm  
 Maximum width: 10 columns: 276 mm  
 Minimum height: 91 mm  
 Maximum height: 381 mm

Advertisement sizes differing from our standard sizes (see table below) are possible as long as they fit the above parameters. Further information and prices can be obtained on request. Please note that all payments are accepted in EUR or in USD.

Rates	Size width x height (mm)	Standard	Centre fold	Year's placement (3 issues) 15% discount	
		(EUR)	(EUR)	Standard (EUR)	Centre fold (EUR)
full page	276 x 381	1,290	1,720	3,285	4,385
1/2 page	276 x 186.2	690	920	1,755	2,345
3/8 page	155.5 x 277.2	595	n.a.	1,335	n.a.
6 columns	163.6 x 186.2	450	n.a.	1,145	n.a.
1/4 page	155.5 x 186.2	360	480	915	1,225
4 columns	107.4 x 186.2	270	n.a.	685	n.a.
1/8 page	155.5 x 91	170	n.a.	430	n.a.
Products & Services <sup>1</sup>	10 lines	n.a.	n.a.	100	n.a.

## Vacancies

For universities and other non-profit institutes announcing vacancies we offer a 15 per cent discount on all regular advertisement rates.

## Contact IIAS

P.O Box 9515, 2300 RA Leiden  
 the Netherlands  
 T +31-71-527 2227  
 F +31-71-527 4162  
 www.iias.nl

Information on advertisements:  
 iiasnews@let.leidenuniv.nl

Information on mailing label rental:  
 iias@let.leidenuniv.nl

Bank: ABN-AMRO 46.41.56.688  
 (Leiden University)  
 SWIFT code: ABN ANL 2A

## General and technical information

Circulation: 21,500  
 Price: free of charge  
 Frequency: three times per year  
 Size: 300 x 420 mm  
 Format: 275 x 400 mm (type page: 270 x 375 mm)  
 Number of pages: 56 (excluding special supplements)  
 Print: web fed offset  
 Screen: 40 l/cm (= 100 l/inch)  
 Paper: newsprint (48 g/m<sup>2</sup>)

## Advertisement submission guidelines

### Digital:

Quark X-press 4.0 or 4.1 for MAC (incl. all fonts and used images)  
 Adobe Illustrator 5.5 / 8.0 for MAC (incl. all fonts and used images)  
 Adobe Photoshop 4 / 5.x for MAC (incl. all fonts and used images)

### Positive film (emulsion down) or positive on paper:

All photographs and shaded areas must be pre-screened

Screen: 40 l/cm (= 100 l/inch)  
 Min. screen dot: 5 %  
 Max. screen dot: 90 %  
 Scale: 1/1

### Not-camera ready copy:

Text on floppy disk and clear black-and-white logos or digital, including printout.\*

\*For advertisements that are not camera-ready, there will be additional costs.

## Inserts

Include your information with the *IIAS Newsletter*, reaching all 21,500 subscribers worldwide or your own special regional selection of institutes and/or individuals in the field of Asian Studies. Additional or combined selections of individuals according to topical or regional interest are also possible.

### Rates (including postage):

Standard: EUR 3,000 (up to 20 grams) + EUR 500 for each additional 10 grams  
 Year (3x): EUR 7,650 (up to 20 grams) + EUR 1,275 for each additional 10 grams

## Deadlines for advertisements

Release date	Advert reservation date	Advert submission date*	Insert submission date
15 March	1 February	10 February	1 March
1 July	15 May	25 May	15 June
15 November	1 October	10 October	1 November

\* For camera ready copy only. For not-camera ready copy: submission until the reservation date.

## Mailing label rental

For direct mailing we offer addresses from the IIAS Database on self-adhesive labels. Selections of institutes and/or individuals in the field of Asian Studies can be made according to region or country of residence. Additional or combined selections of individuals according to topical or regional interest are also possible.

### Rates:

EUR 0.12 per address  
 First search free of charge; EUR 10 for each subsequent search  
 Minimum order: EUR 60.

Please note that all quoted rates are subject to change and that quoted release dates cannot be guaranteed.