

ISLAMIC HORIZONS

Advertising Rates and Information

The Cost Effective Gateway to the Muslim American Market



Islamic Horizons, the flagship publication of the Islamic Society of North America (ISNA), takes your advertising message to the prime slice of the Muslim American market. Today, it is estimated there are some 10 million Muslims in America. The majority of Islamic Horizons readers are professionals.

Circulation: Print Edition plus available on ISNA USA (www.islamichorizons.net/) and ISNA Canada (www.isnacanada.com/) homepages. Established 1971; Published bimonthly.

Cover Price: \$4.00



Conditions for Advertising and Submissions

The publisher holds the right to reject any advertisement it deems not in accordance with Islamic principles or the policies of ISNA, at any time, even if the advertisement or submission has been previously accepted or if the account or product was directly solicited by a representative. All advertisements and submissions must be clearly identified as such and must display the trade-mark and/or mark of the advertiser or submitter. By submission of materials and advertising (subject to terms and conditions of current rate card) the writer/artist, advertiser and their agents must indemnify and hold the publisher harmless from any and all losses or expenses arising from claims or actions resulting from the publication the advertisement or submission.

Advertising Contract Information

Advertising contracts are for one year only. Frequency discounts are available only by contract and must be initiated within one year of the first insertion. Cancellation of any portion of the contract will void all rates and positions quoted in the contract. No conditions, printed or otherwise on contracts, orders or copy instructions which conflict with the publisher's policies will be binding on the publisher. Ad insertion orders with disclaimers will not be accepted. Full payment for advertisements must accompany order.

Closing Dates

Advertisements should be received no later than the second week of the next month following the bimonthly publication date. For example: For inclusion in the November/December issue, ads and submissions must be received no later than September 15. Electronic files of your advertisements must be received by September 25. No liability is assumed for instructions, orders, changes, insertions or proof requests made after the closing date. Advertisers are liable for all costs to correct any flaws.

To reserve advertising space, or for further information, please contact:

Islamic Horizons

Omer Bin Abdullah, Editor

(703) 742-8108 • E-mail: horizons@isna.net

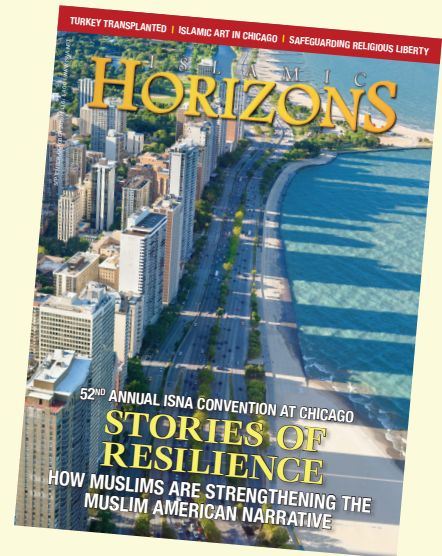
ADVERTISING RATES (in US dollars)

Payment in Full required with all advertising orders.

SIZE	B&W	COLOR
C2	N/A	\$2999
C3	N/A	\$2899
C4	N/A	\$3399
Full Page	\$2000	\$2400
2/3 V	\$1800	\$2300
½ V/H	\$1100	\$1400
½ Isnand	\$1200	\$1500
1/3 V	\$750	\$900
1/3 Square	\$750	\$900
¼ V/H	\$675	\$825
1/6 V/H	\$600	\$700
3" X 2 ¼" V	\$400	\$500
2" X 2 ¼" V	\$300	\$400

Special Positions

Requests for guaranteed or specified positions add 35% extra. (First-come-first-served basis only).



PRODUCTION SPECIFICATIONS

- Trim Size:** 8" X 10 7/8" (48p0 X 65p3 pica)
Printing: Web offset; image area should allow at least 3/8" from trim to live copy
Bleeds: No additional charge
Binding: Saddle Stitched
4C & Halftones: 133-linescreen

Preference for Furnished Materials

Negatives. Requirements are one-piece, right-reading, emulsion side down. Match print proof required on 4-color ads. Negatives must be sent or advertiser will be billed for production costs.

Specialty Advertising

Inserts: Consult us about quantities and other specifications. A sample of the material to be inserted must be sent to us 30 days before closing date of issue in which insert will appear. Call for pricing.

NOTE: Rates are quoted for one advertisement/insertion in one issue only.



Dear Advertisers: *Assalamu Alaykum*

Islamic Horizons is a magazine that has an objective to serve the community. We, at **Islamic Horizons**, strive our best to serve the marketing objectives of Muslim entrepreneurs and organizations.

In addition to coast-to-coast mailing, every issue is posted on the ISNA website, assuring its reach to a large but also a select slice of the Muslim American market. We are constantly expanding and improving the quality of our mailing.

We are also stating our specifications to help you produce your advertisements according to our printer's requirements.

Your cooperation can help all of us control costs and ensure in-time publication and distribution.

Islamic Horizons – Your Partner in Service.

Required file specifications:

- Pagetrim size is **8" X 10 7/8"** (8 X 10.875 inches, (48p0 X 65p3 picas). Adsshould be prepared for this size. Allow 1/8" (0p9 pica) for bleed if required and 1/4" safety zone from all edges.

- Ad sizes:

(Width X Height)	Inches	Picas
1/4-page Vertical:	2.222" X 7.625"	(13p4 X 45p9 picas)
1/4-page Horizontal:	4.611" X 3.625"	(27p8 X 21p9 picas)
1/6-page Vertical:	2.222" X 4.916"	(13p4 X 29p6 picas)
1/6-page Horizontal:	4.611" X 2.375"	(27p8 X 14p3 picas)
1/2-page Vertical:	3.416" X 9.875"	(20p6 X 59p3 picas)
1/2-page Horizontal:	7.0" X 4.833"	(42p0 X 29p0 picas)
2/3-page Vertical:	2.222" X 9.875"	(13p4 X 59p3 picas)
2/3-page Horizontal:	7.0" X 3.166"	(42p0 X 19p0 picas)
3/4-page Vertical:	4.611" X 9.875"	(27p8 X 59p3 picas)

- Files should be in InDesign, Photoshop, and/or Illustrator for Mac. Include all fonts (or convert all text to outlines) and images used in the ad.
- PDF is also accepted. Convert all fonts to outlines before saving the pdf.
- All fonts should be Type 1 (postscript). TrueType fonts are NOT accepted.

- Font style menu is not supported (Do **not** make type bold by selecting bold style from the application's Font Style Menu. Select original bold font from the Font Menu).
- All color images should be saved as CMYK in tiff or eps format. No LZW compression.
- Embedded bitmap images in Illustrator files should be in CMYK mode.
- Send a FINAL color proof or B&W laser proof of the ad(s).
- Send ALL ads ONLY to **art@isna.net**

Advertiser will be notified if file(s) do not confer to these specs. Any required extra work perform by us will be considered advertiser alterations:

- Alterations/changes/corrections made by designer: **\$75 per hour**
- Alterations/changes/corrections made by Printer: **\$99 per hour**

The ad submission deadlines for the year are:

Jan/Feb issue: November 25th
Mar/Apr issue: January 25th
May/June issue: March 25th
July/Aug issue: May 25th
Sept/Oct issue: July 25th
Nov/Dec issue: September 25th

1/4 PAGE VERTICAL
13p4 W x 45p9 H picas

1/4 PAGE HORIZONTAL
27p8 W x 21p9 H picas

1/6 PAGE VERTICAL
13p4 W x 29p6 H picas

1/6 PAGE HORIZONTAL
27p8 W x 14p3 H picas

1/2 PAGE VERTICAL
20p6 W x 59p3 H picas

1/2 PAGE HORIZONTAL
42p W x 29p0 H picas

1/3 PAGE VERTICAL
13p4 W x 59p3 H picas

1/3 PAGE HORIZONTAL
42p0 W x 19p0 H picas

2/3 PAGE
27p8 W x 59p3 H picas