

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 trademark 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. Films must be received by September 30. 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
1/2 V/H	\$1100	\$1400
1/2 Island	\$1200	\$1500
1/3 V	\$750	\$900
1/3 Square	\$750	\$900
1/4 V/H	\$675	\$825
1/6 V/H	\$600	\$700
3" x 2.25" V	\$400	\$500
2" x 2.25" 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"

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-line screen

Preference for Furnished Materials

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

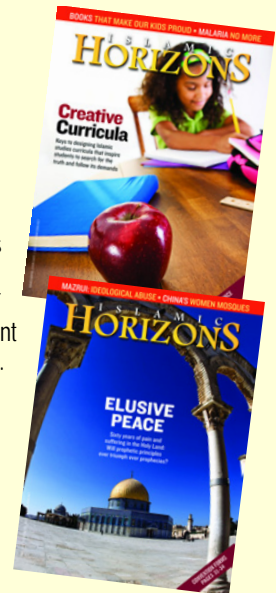
Specialty Advertising

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.

Matrimonial Advertising

U.S. \$125.00, Canada \$150.00, Overseas \$250.00

Above prices are for 25 words or less. Add \$1.00 for each word over 25 words. All forms and payment must be received by the 1st day of the month before the next publication date in order to be included.



Trim Size

