



Reach the leaders in our industry through effective low-cost advertising in ISD's quarterly *Insider* newsletter and in the annual ISD Membership Directory! Newsletter circulation (members and industry leaders) is currently over 1,800. From time to time, the publication is also mailed at no cost to ISD prospect members (currently there are over 520 prospects for membership). Directory circulation includes all ISD member companies, universities, and industry trade press (complimentary) and is available for purchase to non-members throughout North America and the world. Information may be submitted by mail to:

ISD, Attention Editor
105 Easter Ave, Suite 104, Annapolis, MD 21403
Or by fax to: (410) 263-1659

Select your advertising options from the available listings. Act now to take advantage of the special rate for the full cycle of 2010 newsletters, and 2010-2011 Membership Directory package as well as the new Banner Ad option on the new ISD website. A complete publication schedule, including copy submission deadlines, is included with this flyer.

Company Name: _____
 Individual Contact: _____
 Signature: _____ Date: _____
 Phone: _____ Fax: _____
 Special Instructions: _____
 Check Enclosed for: \$ _____
 Charge a total of: \$ _____
 MasterCard Visa Discover AMEX
 Card number: _____
 Expiration Date: _____
 Verification Code: _____
Last 3 digits on back of card. AMEX card users: 4 digit number located on front of card.
 Name on Card: _____
 Signature: _____
 Or, please bill me.

Please return this form by mail to:
ISD, Attention Editor
105 Eastern Ave, Suite 104, Annapolis, MD 21403
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Standard Black & White Rates

Please check box and fill in amount

- Newsletter - Single Issue, 1/6 page - \$400..... \$ _____
- Newsletter - Single Issue, 1/4 page - \$450.....\$ _____
- Newsletter - Single Issue, 1/2 page - \$550..... \$ _____
- Newsletter - All 2010 Issues, 1/6 page - \$995...\$ _____
- Newsletter - All 2010 Issues, 1/4 page - \$1,100..\$ _____
- Newsletter - All 2010 Issues, 1/2 page - \$1,250..\$ _____
- Directory Ad - 1/6 page - \$300.....\$ _____
- Directory Ad - 1/4 page - \$400.....\$ _____
- Directory Ad - 1/3 page - \$500.....\$ _____
- Directory Ad - 1/2 page - \$650.....\$ _____
- Directory Ad - 2/3 page - \$750.....\$ _____
- Directory Ad - Full page - \$850.....\$ _____
- Directory Ad - Logo Ad - \$150.....\$ _____
- Directory Ad - Business Card Ad - \$175.....\$ _____
- NEW! BANNER ADS - Full Year Ad \$1500.....\$ _____**
- Half Year Ad (6 Months) \$850.....\$ _____**

Full-Color and Special Placement Options

(for Directory only)

- Add Four Color to any size ad - \$500.....\$ _____
- Back Cover - \$500.....\$ _____
- Inside Front Cover - \$400.....\$ _____
- Inside Back Cover - \$250.....\$ _____

Discounts Combination Ads - If your company has placed ads in all four 2010 issues of the newsletter, you may reserve a Directory Ad using the following discount rates

- 1/6, 1/4, or 1/3 Page Directory Ad - **deduct \$100**
- 1/2 Page or 2/3 Page Directory Ad - **deduct \$150**
- Full Page Directory Ad - **deduct \$200**

Computation Section

Newsletter Ad selection from above.....\$ _____
 Directory Ad selection from above.....\$ _____
 Color and Special Placement Options.....\$ _____
 Discount for Special Placement in newsletter
 (See Discount Section).....\$ _____
Grand Total.....\$ _____

Deadline for Combination Discount and First Newsletter:
February 10, 2010