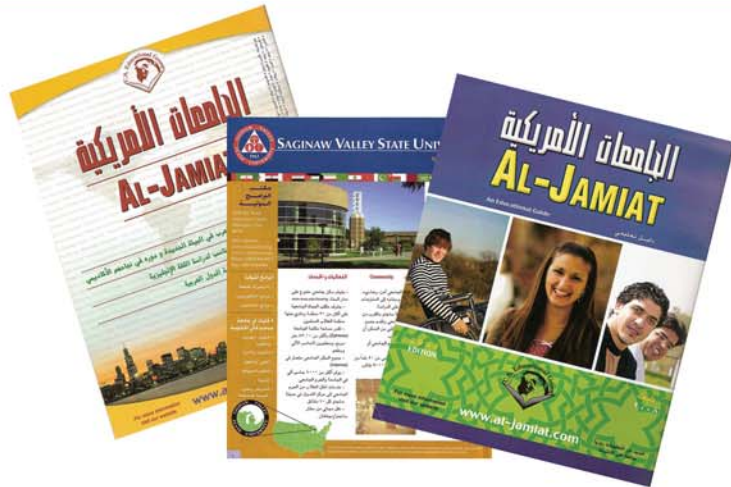


Welcome to the **new**
Al-Jamiat Magazine
More Content
Increased Student Outreach
Biannual Editions
New Website



New Al-Jamiat Mission

Al Jamiat is going through major changes this year! A new full-time managing editor will be shifting the magazine focus from an annual all-Arabic language magazine to a bi-annual all English magazine better fitting in with the US Educational Group tours advancement into non-Arabic speaking countries.

Our research at the US Educational Group fairs has shown that students are interested in reading articles about universities, American life, successful student stories and more about university life in general. By making Al-Jamiat an English magazine we are in a better position to integrate our new website, expand content, design, and our web presence.

The new magazine will have a high emphasis on editorial content and articles written to attract students from the Middle East, Asia, Eastern Europe and North Africa. The new website, to be launched in mid-2008 will feature expanded articles in both English and Arabic, Q&A sessions with Admissions Officers, student blogs, and much more.

We hope you will join us in this exciting new step and open yourself to a whole new world of students!

U.S. Educational Group



Wassan Humadi
Managing Editor – Al-Jamiat Magazine

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Al-Jamiat Highlights

- Circulation of **50,000** in more than 18 countries
- All-English language format
- New editorial and article content
- Bi-annual editions creates more interest from students
- Distribution at Amideast centers
- Targeted audience distribution such as high schools, universities, government offices, and more
- Free distribution at USEG bi-annual educational fairs
- Available for purchase at magazine stands, bookstores, and educational stores
- Advertisements in high schools, universities, and local papers in selected countries

- **73% of USEG Fair attendees report reading the magazine at home**
- **89% of USEG fair attendees visited 3 or more of the websites advertised in the magazine**

Al Jamiat 2009 Rate Card

In 2009, Al Jamiat will become a bi-annual publication, clients advertising in both issues will receive a 15% frequency discount.

All US Educational Group 2008 fair attendees will receive a 10% additional discount on print ads and a free insertion into the advertiser directory in the magazine.

The new **Advertiser Directory** features the magazine advertisers and their web sites listed alphabetically along with the page number of the ad and important contact information.

A weblink will allow the university to be featured on the new Al Jamiat website and the USEG Tours website allowing students to easily click through to the University contact information request form.

The new Al Jamiat will remain a high quality, glossy, full color magazine, and will be printed in English. Our advertisers should update their ads to reflect the language change, and design to attract the young readers of the magazine.

Art Department

Our art department can create a dynamic and youthful ad for your university aimed specifically at the international students Al Jamiat targets. Please contact us for more details and a quote on the ad design. A combination of English and Arabic may be used in the same ad, with a minimal charge for translation.

Digital Advertisement Specs

Digital advertisements for four-color (CMYK) are acceptable saved as PDF, EPS, TIFF or Postscript files (preferably saved as Quark 4 or 5 files).

Sending Files

Ads must be submitted as electronic files on disk or uploaded to the Al Jamiat FTP site

FTP: Your files may be uploaded to our FTP site using the following log in information:

Username: usegads@al-jamiat.com

Password: usegalja

Once you have uploaded your file, send an email with the file name to wassan@al-jamiat.com

CD/DVD: Materials including all the fonts required may be sent in the mail but cannot be returned.

Submission Deadlines:

Winter/Spring Issue – Advertising material must be in by February 7th, articles and editorial content must be submitted by January 30th for editing and approval.

Summer/Fall Issue – Advertising material deadline is September 1st, articles and editorial content must be submitted by August 16th for editing and approval.

**Frequency discount:
15% discount for both
editions**

**USEG Fair discount:
10% discount for ad for
2008 fair attendees**



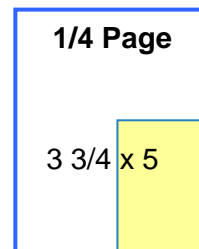
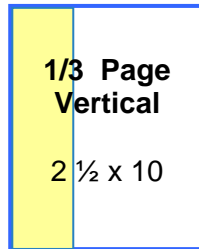
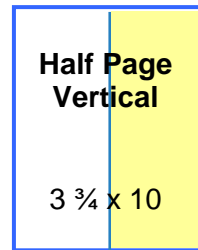
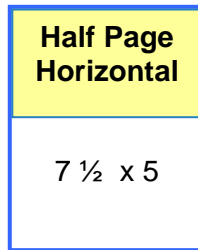
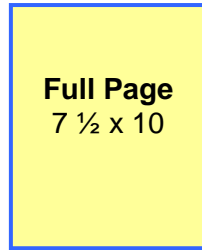
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Rates & Space Options		
Size	One Edition	Two Editions (cost per ad)
Full Page	\$2500	\$2125
Half Page	\$2000	\$1700
1/3 Page	\$1400	\$1190
1/4 Page	\$1100	\$935
Inside Cover	\$3000	\$2550
Outside Cover	\$3500	\$2975
Double Center	\$4500	\$3825
Advertiser Directory	\$50	\$50
Web Link	\$100	\$100

All ads are FULL color and may be in English or Arabic



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