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www.iie.org
www.iienetwork.org
IIE AND LONELY PLANET:
A POWERFUL PARTNERSHIP BETWEEN GLOBAL LEADERS.

Beginning in 2010, study abroad directors and international educators can rely on two trusted sources – the Institute of International Education and Lonely Planet – to deliver the most complete guides to study abroad and scholarships for U.S. students.

These tools will come in the form of:

**IIEPassport Study Abroad in the Americas**
*2010 Edition*: The Most Complete Guide to Study Abroad

**IIEPassport Study Abroad in Africa and the Middle East**
*2010 Edition*: The Most Complete Guide to Study Abroad

**IIEPassport Study Abroad in Asia and Oceania**
*2010 Edition*: The Most Complete Guide to Study Abroad

**IIEPassport Study Abroad in Europe**
*2010 Edition*: The Most Complete Guide to Study Abroad

**IIEPassport Study Abroad Funding**
*2010 Edition*: A Scholarship Guide for U.S. Students

Lonely Planet is the largest travel guidebook and digital media publisher in the world. As of 2009, Lonely Planet had published 500 titles in eight languages. The company has sold more than 6 million guidebooks. In addition, Lonely Planet has television programs, mobile phone applications, Web sites, a monthly magazine – all geared to help bring the people of the world closer together. During the company’s nearly 30-year history, Lonely Planet has earned a reputation as a trusted source on issues related to international travel.

The IIEPassport publications include over 9000 study abroad programs around the world and have been produced by IIE for over 60 years. Starting with the 2010 editions, IIE is working with Lonely Planet to provide relevant regional content on living, traveling and studying in the region, as well as exciting photos and cover designs.

This partnership further strengthens the utility of the IIEPassport publications. When looking to promote your study abroad programs or services, consider these trusted sources to best get your message across.
**IIEPASSPORT**

*IIEPassport* helps students find the perfect study abroad program to meet their educational goals, offer life-changing experiences and allows them to achieve true learning. *IIEPassport* is the most respected and well-edited directory to promote your programs to serious students.

**NEW THIS YEAR, IIEPASSPORT IS BEING PRODUCED FOR FOUR DIFFERENT REGIONS.**

- *IIEPassport Study Abroad in Africa and the Middle East*
- *IIEPassport Study Abroad in Asia and Oceania*
- *IIEPassport Study Abroad in the Americas*
- *IIEPassport Study Abroad in Europe*

Students will be able to locate available study abroad programs in different countries and diverse fields of study. The new IIEPassport regional directories allow you to promote your program to one country, multiple countries or entire region. This offers a more selective audience of students who know which country or region they want to study in.

IIE’s partnership with Lonely Planet will offer additional appeal to students and highlight some key areas of interest to enhance their study abroad experience.

**About the IIEPassport Program Listings:**

- More than 1,000 programs were added to the IIEPassport directories in the last year, an increase of 13% since last year.
- The number of study abroad listings in the Western Hemisphere increased by 16% since last year.
- Program listings for Asia increased by 14% since last year.
- Study abroad program listings for the Middle East and Africa increased by over 70% since 2001.
IIEPASSPORT STUDY ABROAD FUNDING DIRECTORY

This valuable resource allows students to find the most relevant study abroad scholarships, fellowships, and grants to help make their dream of studying abroad a financial possibility and a profound reality.

Worldwide Resource for Study Abroad:

• scholarships
• travel grants

Geared to all levels of post-secondary education and research:

• undergraduate
• graduate/postgraduate
• paid internships
• fellowships
• postdoctoral
• professional

Study Abroad Funding Directory is distributed globally and is used by U.S. and non-U.S. campuses, educational advisors and students.

WWW.STUDYABROADFUNDING.ORG

THE IIEPASSPORT STUDY ABROAD FUNDING PRINT AND ONLINE SEARCH ENGINE INCLUDE DETAILED INFORMATION ON MORE THAN 500 SCHOLARSHIPS, SEARCHABLE BY FIELD OF STUDY, DESTINATION COUNTRY AND OTHER CRITERIA.

IIE’s partnership with Lonely Planet will offer additional appeal to students and highlight some key areas of interest to enhance their study abroad experience.
### SOLUTIONS FOR STUDY ABROAD
- ADVERTISING RATES†

**IIEPASSORT DIRECTORIES AND STUDY ABROAD FUNDING DIRECTORY**

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**Position Guarantee:** 15% Premium

**Revisions and Proofs:** $50.00

**Ad Size Acronyms:**
- DPS: Double Page Spread
- OBC: Outside Back Cover
- IFC: Inside Front Cover
- IBC: Inside Back Cover

*RATES BASED UPON SINGLE INSERTION. FOR ECONOMY-OF-SCALE PRICING, PLEASE REFER TO REWARD POINT SYSTEM ON PAGE 15.

† All prices are net. All Premium Positions except covers add 15% to black & white space rate. Premium positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.