

# *The Oracle*

Published three times a year, *The Oracle* is an online member's newsletter that provides timely feature articles, commentary, conference updates and industry and IIF news. In addition to three full issues of *The Oracle*, monthly *Oracle Flash* updates are distributed. These are one page newsletters. \*

Circulation: *The Oracle* is distributed to IIF members and appears in an online, pdf version at [www.forecasters.org](http://www.forecasters.org)

Deadlines: The issue dates are mid- month: March, July, and December. Space reservation deadline is the last day of the previous month. The advertisement is due 10 days prior to the newsletter publication.

<b>Rates and Options</b>	<b>1x</b>	<b>2x</b>	<b>4x</b>
Full Page	\$500	\$900	\$1,800
Half Page	\$250	\$400	\$800
Banner	\$125	\$200	\$425
Button Ad * Also available for <i>Oracle Flash</i>	\$100	\$175	\$325

## Ad Specifications:

1. Full or Half Page Ad – Creative supplied in jpg format. No animated advertisements accepted.
2. Banner Ad – Creative supplied in jpg format, 8” wide by 1 ½” length. No animated advertisements accepted.
3. Button – Standardized button will feature your organization's name with link to website which you provide. No animated advertisements accepted.
4. All artwork, requests and inquiries should be made to: [forecasters@forecasters.org](mailto:forecasters@forecasters.org)

# **Terms and Conditions**

## *The Oracle*

### **Payment:**

- All rates are net to IIF – no discounting
- All payments must be made in US dollars within 30days
- New advertiser's payment is required prior to publication date

### **Other Terms:**

- All advertisements are subject to IIF approval of copy and text.
- IIF reserves the right to cancel advertising agreements.
- The advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements published and also assume responsibility for any claims arising there from made against the IIF, including costs associated with defending against such a claim.

### **Address for artwork and payment:**

Business Director

International Institute of Forecasters

53 Tesla Avenue

Medford, MA 02155

USA

T: 781.234.4077

F: 509.357.5530

[forecasters@forecasters.org](mailto:forecasters@forecasters.org)