

2012

Publisher Partnership Program



American Society
of International Law



ASIL Publisher Partnerships: Reaching Your Prime Audience

The American Society of International Law's Publisher Partnership is the best way to promote your products and services to its worldwide community of international law professionals.

AT ASIL MEETINGS: Publisher Partners receive top priority for exhibit space at ASIL's 106th Annual Meeting, March 28-31, 2012, in Washington, DC. Every spring the meeting draws over 1,400 leaders in international law from more than 75 countries.

IN ASIL PUBLICATIONS: Publisher Partners receive advertising opportunities in ASIL publications. Our flagship periodical, the *American Journal of International Law* (AJIL), has a circulation of more than 5,000 and is considered the leading journal in the field. Partnerships also include advertising in *International Legal Materials* (ILM), a bimonthly compendium of primary source documents, and the *ASIL Newsletter*, a quarterly publication that covers timely international law developments, member news, and ASIL activities.

ON ASIL'S WEBSITE: The ASIL website, which receives over 900,000 visitors annually, offers opportunities to highlight your institution's logo and information.

ASIL 2011 PUBLISHER PARTNERS: ASIL wishes to thank its 2011 Publisher Partners. We hope you will consider becoming a partner in 2012. To register, please visit www.asil.org/publisherpartner.

ASIL 2011 Publisher Partners

PLATINUM



CAMBRIDGE
UNIVERSITY PRESS

MARTINUS
NIJHOFF
PUBLISHERS

OXFORD
UNIVERSITY PRESS

SILVER

William S. Hein & Company

BRONZE

Edward Elgar

Hart Publishing

Intersentia Publishing

Wolters Kluwer Law & Business

Springer



Platinum Package	Gold Package	Silver Package	Bronze Package
\$23,000	\$15,000	\$10,000	\$5,000

ANNUAL MEETING*				
NEW! Exclusive sponsorship of the Research Services Kiosk (first registered partner)	✓			
Exhibit Space	4 tabletops	3 tabletops	2 tabletops	1 tabletop
Advertising space in Annual Meeting program distributed to all attendees	4 full pages	3 full pages	2 full pages	1 full page
Listing on event promotional materials, on-site signage, and link from ASIL Annual Meeting website**	Logo	Listing	Listing	Listing
Insert in Annual Meeting bag	✓	✓	✓	
Logo on Annual Meeting bags	✓			
ASIL PUBLICATIONS				
Exclusive linkable ad on AJIL electronic publication (first four registered Partners)	1 issue per year			
Full-page advertisements in AJIL	4 per issue	3 per issue	2 per issue	1 per issue
Full page advertisements in print ILM	4 per issue	3 per issue	2 per issue	1 per issue
Advertisement in ASIL <i>Newsletter</i>	1 full page per issue	1/2 page per issue	1/4 page per issue	
Recognition in ASIL <i>Guide to Electronic Resources for International Law</i>	✓	✓		
Recognition on EISIL website (6,500 visitors per month)	✓			
ADDITIONAL BENEFITS				
ASIL members' address list - available exclusively to Publisher Partners	8 uses per year	6 uses per year	4 uses per year	
One complimentary, twelve-month ASIL membership	✓			
Address lists for up to 3 ASIL Interest Groups	4 uses per year			

Note: Participation at each level may be limited and is on a first come basis.

*Additional promotional opportunities surrounding the Annual Meeting are available. Inquire for details.

**Listing size determined by sponsorship level.

To learn more about how you can participate in the ASIL Publisher Partnership program, contact:
Bridget Jameson, ASIL Partnership Coordinator
202-939-6009 or partnerships@asil.org
www.asil.org/publisherpartner



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