

Advertising Rate Card

Readership

The Manitoba Teacher has a controlled circulation of about 17,500. Each issue is delivered to approximately 14,000 teachers in their individual school mailboxes throughout the province. *The Manitoba Teacher* is published seven times a year from September to June (certain months are combined to meet editorial needs).

Additional subscribers include:

- nearly 200 government officials and politicians
- more than 350 retired teachers
- more than 90 news outlets including mass media representatives
- no fewer than 200 municipal officials across Manitoba
- over 900 students and staff at teacher-training institutions
- 843 school division superintendents and other administrators
- and some 1100 others with an interest in education not just in Manitoba, but throughout Canada.

Some facts about Manitoba public school teachers...

- 62% are female
- 38% are male
- 56% work in Winnipeg
- 37% work in rural areas
- 7% are employed in the north
- Average annual salary \$51,200
- 24% are 20 to 34 years old
- 71% are aged 35 to 54
- 5% are 55 years of age or older

Advertising Opportunities

If your products or services are of interest to professionals, *The Manitoba Teacher* offers you an opportunity to reach them through a respected, high-quality publication.

Our readers are interested in resources for the classroom and professional development seminars. A significant portion of Manitoba teachers will be retiring in the next decade. They turn to *The Manitoba Teacher* for investment, travel and real estate opportunities.

The Manitoba Teacher keeps teachers informed of trends and developing issues in education and activities of their professional association, The Manitoba Teachers' Society. Readers turn to *The Manitoba Teacher* for information on professional development and

problem-solving, instructional tools, suggestions for business and recreational travel, ideas for field trips, financial management tips, and other contemporary issues.

Costs

- Rates are based on supplied art.
- Estimates for production services or revisions are available on request. Please add 10% for colour ads.
- Frequency discounts are available.
- Agency commission: 15% to accredited advertising agencies.

	Size	Rate
AV	2.46" wide x 3.74" high	\$130
AH	5.10" wide x 1.78" high	\$130
BV	2.46" wide x 7.66" high	\$245
BH	5.10" wide x 3.74" high	\$245
CV	5.10" wide x 7.66" high	\$480
CH	7.74" wide x 5.70" high	\$480
D	1/4 page horizontal 10.38" wide x 3.74" high	\$590
E	1/2 page horizontal 10.38" wide x 7.66" high	\$1120
F	Full page 10.38" wide x 15.50" high	\$2200

2009/2010 Ad Deadlines

- Issue 1: August 21, 2009
- Issue 2: September 25, 2009
- Issue 3: November 27, 2009
- Issue 4: January 4, 2010
- Issue 5: February 19, 2010
- Issue 6: March 26, 2010
- Issue 7: May 28, 2010



Specifications

Trim size: 11.5" X 17"
4 colour, no bleed

Submitting camera-ready materials

Submission is required by the end of the first full working week. However, if ad design services are required by The Manitoba Teachers' Society (an additional 10% will be added), content will be required at the time of ad reservation.

Conditions

1. The publisher reserves the right to reject any material which The Manitoba Teachers' Society determines is not in the best interest of the teaching profession, the Society or its members.
2. Rates are subject to change on 60 days notice.
3. Unless prior arrangements are made, materials submitted by advertisers, other than established advertising agencies, must be accompanied by full payment.
4. The publisher accepts no responsibility or liability for failure to insert an advertisement for any reason.

Contact

For more information on advertising in *The Manitoba Teacher*, please contact:

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