

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	\$140
AH	5.10" wide x 1.78" high	\$140
BV	2.46" wide x 7.66" high	\$260
BH	5.10" wide x 3.74" high	\$260
CV	5.10" wide x 7.66" high	\$500
CH	7.74" wide x 5.70" high	\$500
D	1/4 page horizontal 10.38" wide x 3.74" high	\$620
E	1/2 page horizontal 10.38" wide x 7.66" high	\$1170
F	Full page 10.38" wide x 15.50" high	\$2300

2010/2011 Ad Deadlines

- Issue 1: August 19, 2011
- Issue 2: September 30, 2011
- Issue 3: November 18, 2011
- Issue 4: January 2, 2012
- Issue 5: February 17, 2012
- Issue 6: March 30, 2012
- Issue 7: May 25, 2012

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.

3 The concert conundrum
Prof. wants to put Christmas back in the concerts

5 Reading to rover
Students sharpen skills by reading to dogs.

6 Teaching teachers
Immigrant teachers head back to school in Manitoba

DECEMBER 2010 VOLUME 87 NUMBER 3
NEWSMAGAZINE OF THE MANITOBA TEACHERS' SOCIETY

Province outlines list of new policies
Most will have substantial impact on teachers

Nov 18, 11 THE SPEECH
By making more of these education...
The Speech from the Throne also sets out the government's...
The Speech from the Throne also sets out the government's...
The Speech from the Throne also sets out the government's...

Now assessment policy
In mid-November, the government...
The government's new assessment...
The government's new assessment...

Province-wide report cards
Government consultations with...
The government's new assessment...
The government's new assessment...

Nominations sought for YHA
We're now open for nominations...
The Young Humanitarian Awards...
The Young Humanitarian Awards...

The Manitoba Teacher is printed on a web press on newsprint. All body copy text should be built in 100% black only. Two and three colour mixes for small text is not advised as precise registration cannot be guaranteed. The minimum type size for text built in two or more colours should be no lower than 14 pt. Text knocked out of a colour photo or two or more colour background should be no lower than 14 pt.

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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SEPTEMBER 2008 VOLUME 87 NUMBER 1 11

AV

\$130

AH

SEPTEMBER 2008 VOLUME 87 NUMBER 1 11

BV

\$245

BH

SEPTEMBER 2008 VOLUME 87 NUMBER 1 11

CV

\$480

CH

SEPTEMBER 2008 VOLUME 87 NUMBER 1 11

D

\$590

\$1120

E

SEPTEMBER 2008 VOLUME 87 NUMBER 1 11

\$2200

F