

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

Mireille Theriault
204-837-4666 ext. 354
Fax: 204-831-0877
Email: mtheriault@mbteach.org

Advertising Rate Card

Advertising 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 seminars as well as classroom resources, problem-solving, instructional tools and ideas for field trips. A significant portion of Manitoba teachers will be retiring in the next decade. They turn to the Manitoba Teacher for investment, business and real estate opportunities, financial management tips, travel and other contemporary issues.

Readership

The Manitoba Teacher is provided free to over 16,000 members of the Society working in Manitoba. Another 500 copies are distributed through paid subscription and to select organizations including;

- Retired teachers and substitute teachers
- University Faculties of Education and teacher-training institutions
- School division superintendents and other administrators
- Government offices, officials and community stakeholders
- Local and National news outlets including mass media representatives

Specifications and Artwork

Each issue runs a minimum of 24 pages, including the cover. Paper is 60lb gloss. Printing is in full colour, so there is no additional fee for colour ads. When submitting artwork, please ensure images are a minimum 300 dpi, ads are camera-ready and sized to the correct dimensions. Ads must be submitted as an attachment in any one of the following formats: JPEG, PDF, TIFF or EPS.

We reserve the right to refuse an ad based on sub-standard technical quality and request a replacement be submitted within a time line that does not compromise the printing schedule. Artwork deadlines apply to camera-ready Ads. If you need help designing an ad, estimates for production services are available on request and should be discussed when reserving the space to allow adequate time for development and approval.

Costs and Conditions

To reserve space in any issue or series of issues, the publisher must receive an **Advertising Insertion Order form**, signed by the advertiser or their approved agent, by the booking deadline.

MTS reserves the right to decline advertising which promotes a product or service contrary to the values and principles of The Society or appears to contravene the word or spirit of the Manitoba Human Rights Code or Canadian Charter of Rights and Freedoms. Advertising rates, specifications and conditions apply to any announcement or promotion of goods, services and memberships by or on behalf of all members, affiliates and staff of The Manitoba Teachers' Society unless pre-arranged and approved by the publisher.

2019/2020 Ad Deadlines

"Book By" refers to the date layout begins with reserved ads in place and does not guarantee availability. Frequency discounts of 10% are available when booking 3 issues and 15% for 5 or more issues in the same publishing calendar.

| Issue | Book by | Artwork by |
|---------------------------|-------------------|--------------------|
| Issue 1: September | July 26, 2019 | August 9, 2019 |
| Issue 2: October/November | August 30, 2019 | September 13, 2019 |
| Issue 3: December | November 12, 2019 | November 22, 2019 |
| Issue 4: January/February | December 2, 2019 | December 9, 2019 |
| Issue 5: March | February 3, 2020 | February 14, 2020 |
| Issue 6: April/May | March 6, 2020 | March 13, 2020 |
| Issue 7: June | May 8, 2019 | May 15, 2020 |

Advertising Rate Card



| | Size | Rate |
|-----------|--|---------|
| AV | 2.25" wide x 4.625" high | \$250 |
| BV | 2.25" wide x 9.5" high | \$500 |
| C | 4.75" wide x 4.625" high | \$500 |
| DH | 7.25" wide x 4.625" high | \$800 |
| EV | 4.75" wide x 9.5" high | \$1,000 |
| F | Full page: 8.25" wide x 10.75" high <i>(include 1/8" bleed: 8.5" wide x 11" high)</i> or 7.25" wide x 9.5" high | \$1,500 |
| FI | Full front inside cover: 8.25" wide x 10.75" high <i>(include 1/8" bleed: 8.5" wide x 11" high)</i> or 7.25" wide x 9.75" high | \$2,000 |
| FB | Full back inside cover: 8.25" wide x 10.75" high <i>(include 1/8" bleed: 8.5" wide x 11" high)</i> or 7.25" wide x 9.75" high | \$2,000 |
| G | Full back outside cover: 8.25" wide x 10.75" high <i>(include 1/8" bleed: 8.5" wide x 11" high)</i> or 7.25" wide x 9.75" high | \$2,500 |