

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

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## 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 all 15,000 members of the Society working in Manitoba. Another 2,000 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.



### **Special 100th Anniversary Issue April/May 2019**

**Limited to congratulatory messages in full or half-pages. Please contact us for further details.**



A CENTURY OF SOLIDARITY

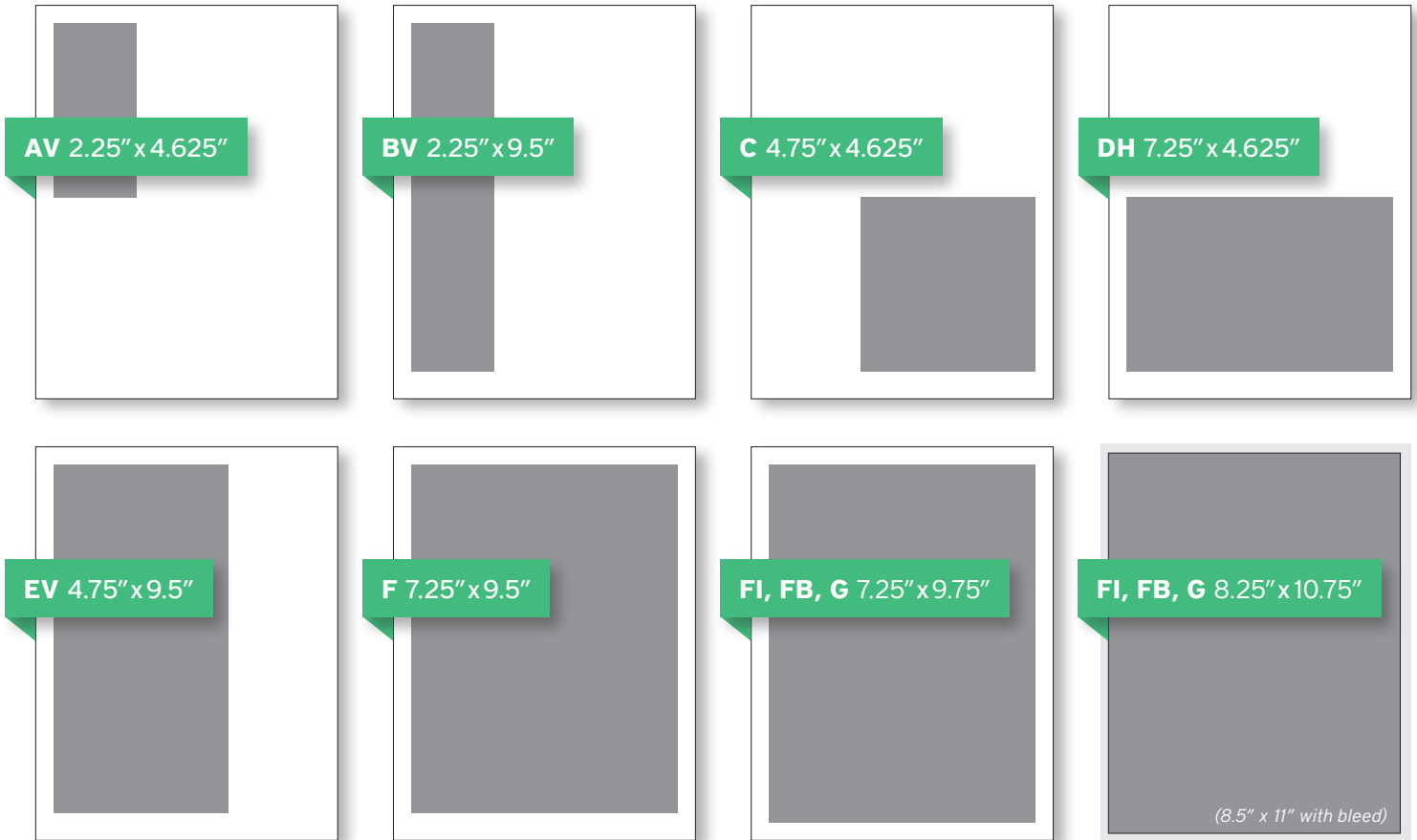


## 2018/2019 Ad Deadlines

"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 27, 2018	August 10, 2018
Issue 2: October/November	August 31, 2018	September 14, 2018
Issue 3: December	November 11, 2018	November 12, 2018
Issue 4: January/February	November 30, 2018	December 10, 2018
Issue 5: March	February 1, 2019	February 8, 2019
Issue 6: April/May <b>Anniversary Issue</b>	February 15, 2019	March 11, 2019
Issue 7: June	May 3, 2019	May 17, 2019

# Advertising Rate Card



	Size	Rate
<b>AV</b>	2.25" wide x 4.625" high	\$250
<b>BV</b>	2.25" wide x 9.5" high	\$500
<b>C</b>	4.75" wide x 4.625" high	\$500
<b>DH</b>	7.25" wide x 4.625" high	\$800
<b>EV</b>	4.75" wide x 9.5" high	\$1,000
<b>F</b>	<b>Full page:</b> 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
<b>FI</b>	<b>Full front inside cover:</b> 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
<b>FB</b>	<b>Full back inside cover:</b> 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
<b>G</b>	<b>Full back outside cover:</b> 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