

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 its members, all 15,000 public school teachers working in Manitoba. Additional subscribers include:

- Nearly 200 government officials and politicians
- More than 350 retired teachers
- More than 90 news outlets including mass media representatives
- Over 900 students and staff at teacher-training institutions
- 843 school division superintendents and other administrators

The Manitoba Teacher is published seven (7) times a year between September and June, with some months combined. Each issue is also available on-line at mbteach.org under the MTS library.

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. Frequency discounts of 10% are available when booking 3 issues and 15% for 5 or more issues in the same publishing calendar.

The publisher reserves the right to reject any material which the Manitoba Teachers' Society determines not in the best interest of the teaching profession, the Society or its members.

The Manitoba Teacher does not run classified advertising.

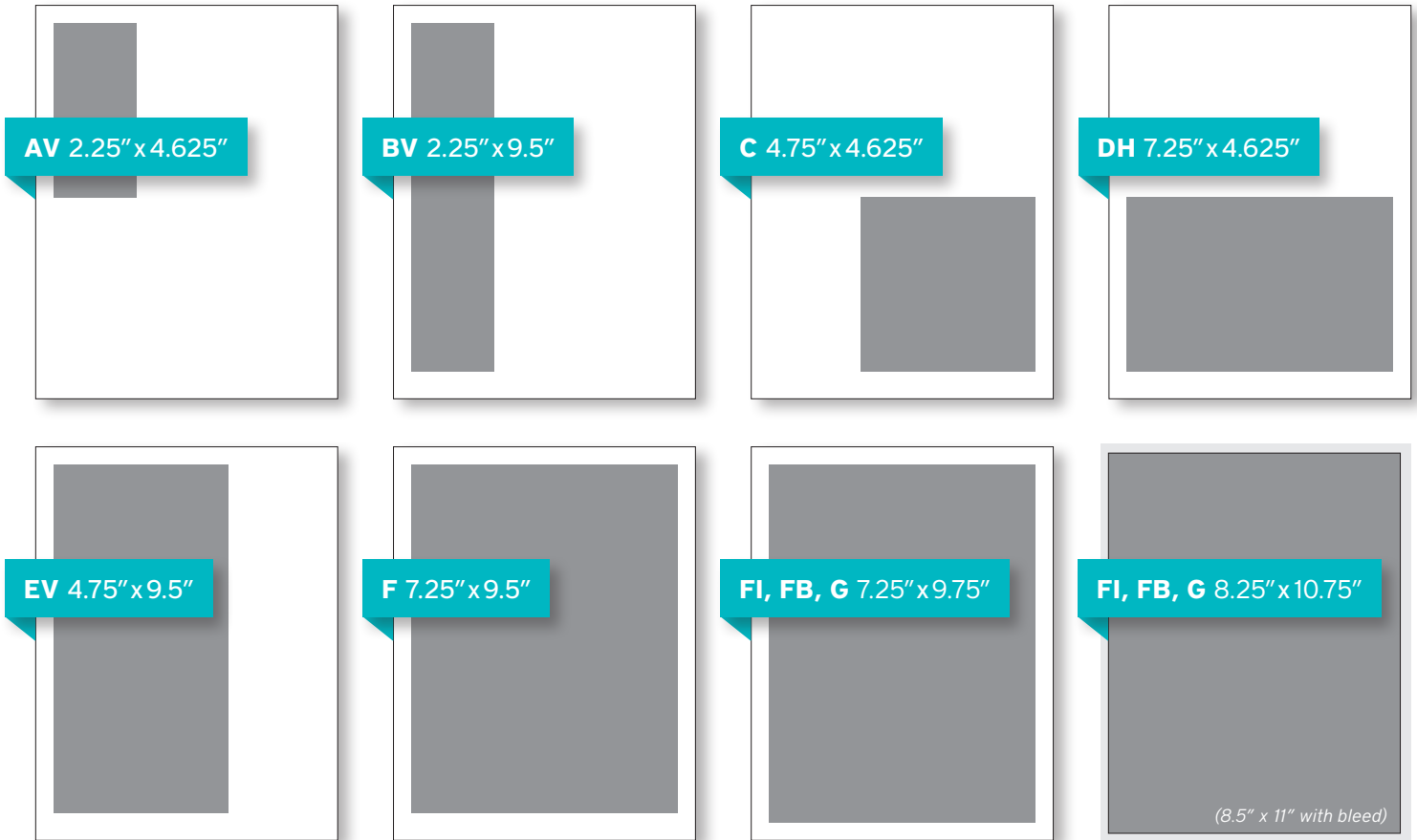
Advertising rates, specifications and conditions apply to any announcement or promotion of goods, services and memberships by or on behalf of all members, affiliates and staff of the Manitoba Teachers' Society unless pre-arranged and approved by the publisher.

2017/2018 Ad Deadlines

"Book By" refers to the date layout begins with reserved ads in place and does not guarantee availability. Space in any issue is reserved on a first-come, first-served basis and advertisers are encouraged to inquire about preferred issues such as September and January well in advance.

Issue	Book by	Artwork by
Issue 1: September	July 25, 2017	August 8, 2017
Issue 2: October/November	August 29, 2017	September 12, 2017
Issue 3: December	October 31, 2017	November 10, 2017
Issue 4: January/February	November 28, 2017	December 8, 2017
Issue 5: March	January 30, 2018	February 9, 2018
Issue 6: April/May	February 27, 2018	March 9, 2018
Issue 7: June	May 1, 2018	May 14, 2018

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