

## 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 in both print and digital formats. 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

The Manitoba Teacher magazine is produced three times a year with a Fall, Winter, and Spring edition. Each issue runs a minimum of 24 pages including the cover. Our magazine features a beautiful satin finish paper stock in 70lb cover and 70lb text weights. Printing is in full colour, so there is no additional fee for colour ads. When submitting artwork all files must be exported as "Press Quality" (high resolution) and sized to the correct ad dimensions. Photographs and logos must be 300 DPI. Ads must be submitted digitally as a CMYK PDF or JPG format.

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.

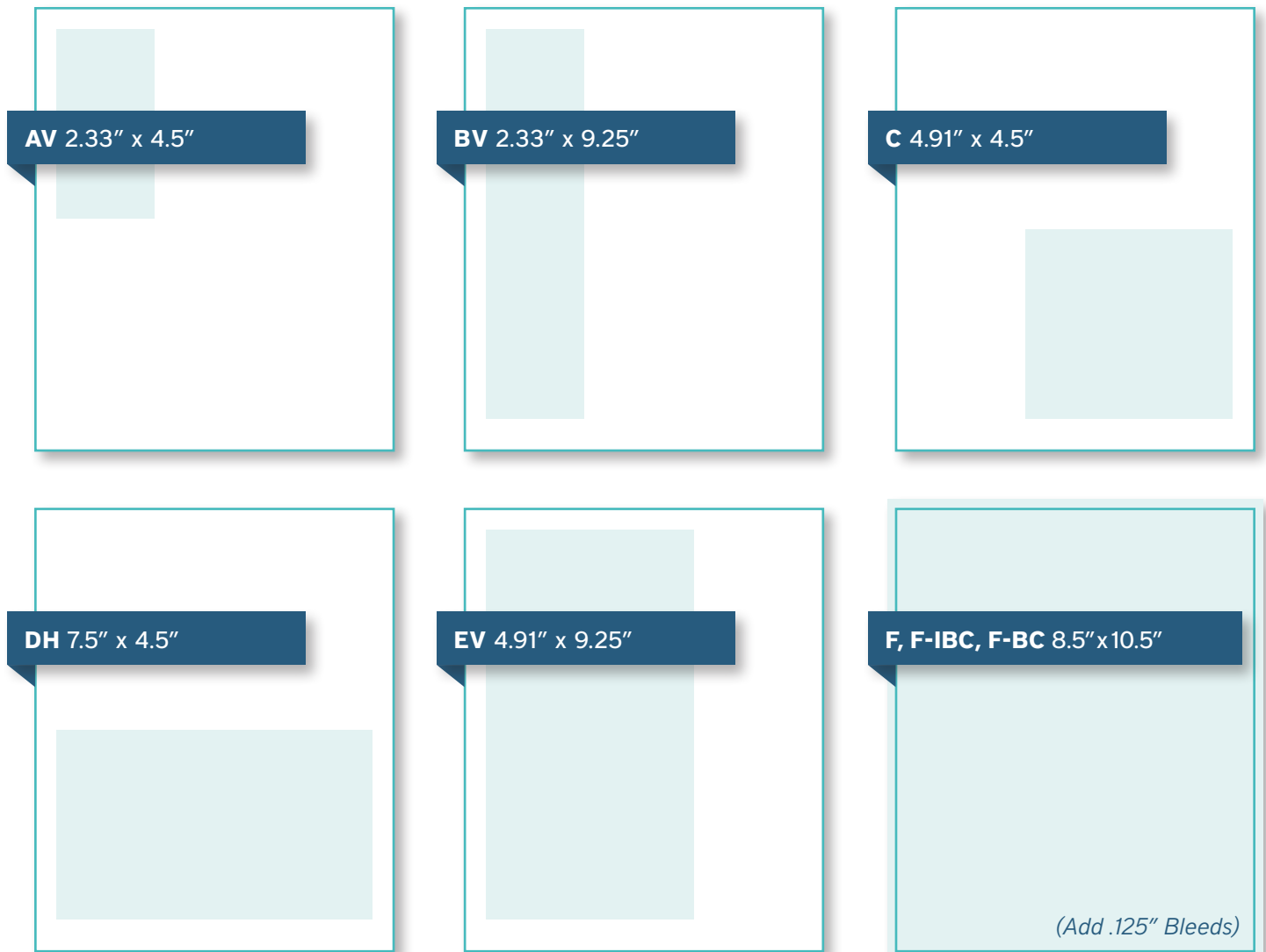
MTS reserves the right to decline advertising which promotes a product or service contrary to the values and principles of The Society or appears to contravene the word or spirit of the Manitoba Human Rights Code or Canadian Charter of Rights and Freedoms.

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.

## 2022/2023 Ad Deadlines

"Book By" refers to the date layout begins with reserved ads in place and does not guarantee availability. Frequency discount of 15% is available when booking 3 issues in the same publishing calendar.

ISSUE	BOOK BY	ARTWORK BY
Fall (Issue 1): October/November	August 15, 2022	August 22, 2022
Winter (Issue 2): January/February	November 28, 2022	December 5, 2022
Spring (Issue 3): May/June	March 27, 2023	April 3, 2023



SIZE		RATE
<b>AV</b>	2.33" wide x 4.5" high	\$250
<b>BV</b>	2.33" wide x 9.25" high	\$500
<b>C</b>	4.91" wide x 4.5" high	\$500
<b>DH</b>	7.5" wide x 4.5" high	\$800
<b>EV</b>	4.91" wide x 9.25" high	\$1,000
<b>F</b>	Full Page: 8.5" wide x 10.5" high (Artwork must include .125" bleeds)	\$1,500
<b>F-IBC</b>	Full Page - Inside Back Cover: 8.5" wide x 10.5" high (Artwork must include .125" bleeds)	\$2,000
<b>F-BC</b>	Full Page - Back Cover: 8.5" wide x 10.5" high (Artwork must include .125" bleeds)	\$2,500