

## 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. It is published seven times a year with some months combined. The Teacher is also available on an app for iPads and Android tablets; free to MTS members and by subscription to non-members.

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

### Costs

- Rates are based on supplied art.
- Estimates for production services or revisions are available on request, with an additional 10% of the ad rate being the norm.
- There is no extra cost for full or spot colour.
- Frequency discounts: three or more issues-10%; five or more issues-15%. Cancellation of issues to which a discount was

applied will result in additional billing for the balance based on actual ads run.

- Rates reflect the final cost other than for production services or discounts mentioned above. There are no additional taxes or fees.
- Terms and method of payments: 30 days—cheque or cash only. Credit card and electronic transfer payment are not available.

### Specifications

Minimum 24 pages, including cover / Inside pages: 60lb gloss  
 Submitting camera-ready materials: Please ensure artwork is minimum 300 DPI. Accepted formats include JPEG, PDF, TIFF and EPS. We reserve the right to refuse an ad based on sub-standard technical quality and request a replacement be submitted within a time that does not compromise the printing schedule of the publication.

Please remit all text and images within one week of reserving space. The Manitoba Teacher accepts no responsibility or liability for errors and omissions in artwork submitted as camera-ready.

### Conditions

- 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.
- Placement of advertising on any specific inside page is not guaranteed.
- Rates are subject to change on 60 days notice.
- The Manitoba Teacher does not accept classified advertising.
- Advertising rates, specifications and conditions apply to any announcements 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.

## 2016/2017 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 well in advance. Artwork deadlines apply to supplied and accurately sized images and files.

Issue	Book by	Artwork by
Issue 1: September	July 25, 2016	August 5, 2016
Issue 2: October/November	August 29, 2016	September 9, 2016
Issue 3: December	October 31, 2016	November 10, 2016
Issue 4: January/February	November 28, 2016	December 9, 2016
Issue 5: March	January 30, 2017	February 10, 2017
Issue 6: April/May	February 27, 2017	March 10, 2017
Issue 7: June	May 1, 2017	May 12, 2017

# 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 (include 1/8" bleed: 8.5" wide x 11" high) <b>or</b> 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 (include 1/8" bleed: 8.5" wide x 11" high) <b>or</b> 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 (include 1/8" bleed: 8.5" wide x 11" high) <b>or</b> 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 (include 1/8" bleed: 8.5" wide x 11" high) <b>or</b> 7.25" wide x 9.75" high	\$2,500