

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 17,000 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.

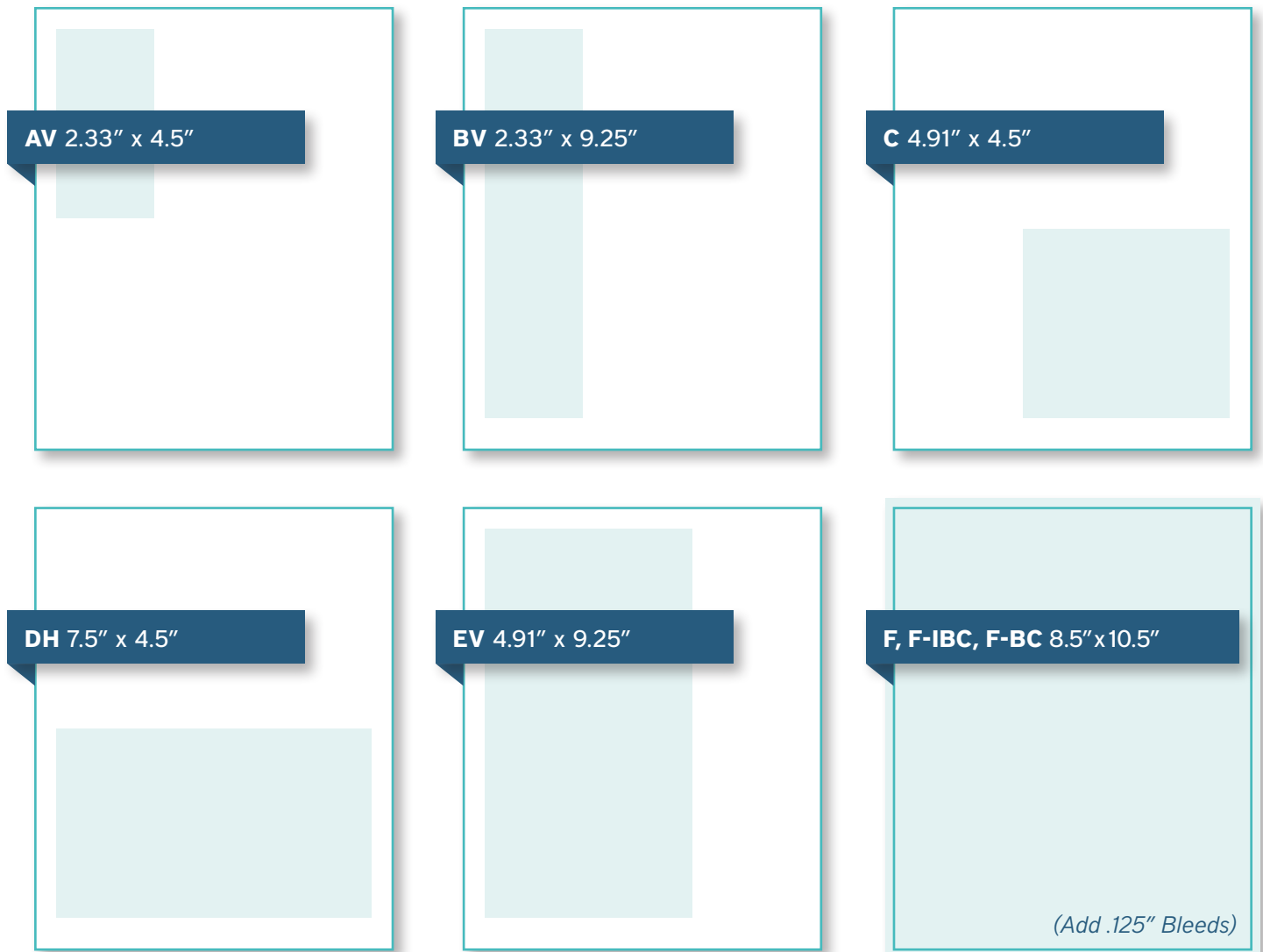
MTS reserves the right to decline advertising which promotes a product or service contrary to the values and principles of The Society or appears to contravene the word or spirit of the Manitoba Human Rights Code or Canadian Charter of Rights and Freedoms.

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.

2025/2026 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 22, 2025	August 29, 2025
Winter (Issue 2): January/February	December 5, 2025	December 12, 2025
Spring (Issue 3): May/June	April 3, 2026	April 10, 2026



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

2025/2026 Advertising Insertion Order

THIS FORM IS: ☐ An original
☐ An amendment to the original dated _____ Date: _____

This agreement between the Manitoba Teachers' Society (the publisher) and the company or agent of the below-named company (the advertiser) is binding to the terms and conditions detailed as follows:

- All applicable portions of the agreement must be complete and signed by the company or agent and submitted to the publisher by the "Book By" deadline unless an extension is expressly allowed by the publisher to be valid.
- An authorized agent of the publisher will provide the advertiser with a signed copy of the completed form for their records no later than the artwork deadline of the first applicable issue.
- Placement of advertising on any specific inside page is not guaranteed.
- The Manitoba Teacher accepts no responsibility or liability for errors and omissions in artwork submitted as camera-ready.

Terms of Payment

The only accepted form of payment at this time is personal or company cheque payable to The Manitoba Teachers' Society. Our mailing address is 191 Harcourt Street, Winnipeg, MB, R3J 3H2. Neither credit card, or any form of electronic payment, including PayPal or e-transfer is available at this time.

Payment is due within 30 days of invoice. Invoices are sent out following the publication of each issue. The publisher reserves the right to cancel placement of ads in upcoming issues due to default on past invoices.

Please attach purchase order if applicable.

Cancellation/Re-Booking Policy

The publisher will allow an advertiser to cancel or change an Insertion Order provided the advertiser notifies us on or before the "Book By" date of the issue in which the ads is to appear.

Failure to provide acceptable artwork or materials required to design an ad by deadline will not be accepted as de facto cancellation and the advertiser will be liable for the full cost of running the ad.

Cancellation of issues to which a frequency discount was applied will result in additional billing for the balance based on the actual ads run. If an ad is not run as scheduled due to error on the part of the publisher, no negative adjustment to discount will be applied to the advertiser.

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COMPANY INFORMATION

Advertiser/ Company Name:

Contact Name and Position:

Phone:

Email:

Billing Contact Name and Position:

Phone:

Email:

Company Address:

Province:

Postal Code:

Agency Information (if applicable)

Ad Agency:

Contact:

Phone:

Email:

Address:

Province:

Postal Code:

Issue	Ad Size and Rate: Refer to rate card for dimensions and bleed info								Total \$
	AV \$250	BV \$500	C \$500	DH \$800	EV \$1,000	F \$1,500	F-IBC \$2,000	F-BC \$2,500	
Fall 2023	☐	☐	☐	☐	☐	☐	☐	☐	
Winter 2024	☐	☐	☐	☐	☐	☐	☐	☐	
Spring 2024	☐	☐	☐	☐	☐	☐	☐	☐	

Submit form to:
advertising@mbteach.org

Sub Total (For Publishing Calendar): _____

Frequency Discount (15% for 3 issues): _____

Design Services: _____

GST (5%): _____

Total Due: _____

Advertiser's Signature _____

Date (DD/MMM/YY) _____

Publisher's Signature _____

Date (DD/MMM/YY) _____

Office use only:	Customer #	Insertion Order #	Invoice #

