

Canadian Teacher **MAGAZINE**



Canadian Teacher Magazine is designed to inform and entertain teachers both in and outside the classroom. It keeps Canadian teachers abreast of current trends in their field—instructional strategies, classroom management, professional and personal development, and national and international education issues. And for life after 3 pm, it includes articles about holiday destinations, retirement options and lifestyle choices. Now in its sixth year, the magazine is enjoying a warm reception in staffrooms in every region of the country. Some comments from our readers:

"We love your magazine. It is passed around staff to staff. You are doing an amazing job! I just went to your website and will pass this onto my student teacher!"

"Having come across your magazine in schools where we work, I have found it to be full of valuable content, nicely designed, and very useful as an aid to understanding the concerns and interests of teachers."

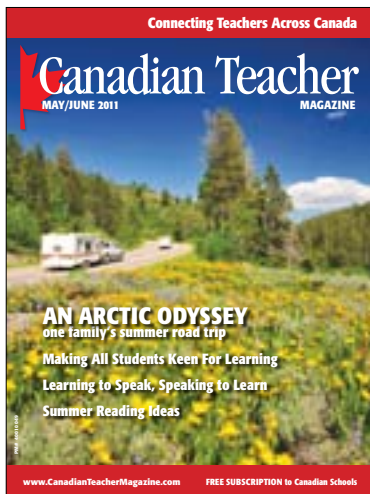
"Good magazine. I usually read it front to back!"

"We love it! All the articles and ads covered topics that aren't just standard—you think outside of the box!"



Each issue of *Canadian Teacher Magazine* is also online at CanadianTeacherMagazine.com where teachers can read the magazine and find additional information on topics of interest, and where advertisers can take advantage of another vehicle for reaching their audience – ask us about web ads.

We invite you to give your services, programs or products high profile exposure in *Canadian Teacher Magazine*, reaching over 12,000 schools, colleges, universities, educational coordinators and conferences and up to 300,000 educated, affluent readers five times a year—book now for our next issue or for the next five issues and save 40% with our five issue rates.



ONE PRICE – TWO LOCATIONS

Not only do you get great exposure in the print version of *Canadian Teacher Magazine*, your ad also appears in *Canadian Teacher Magazine Online*. Your online ad is linked directly to your website, reaching another 60,000—and growing—visitors to CanadianTeacherMagazine.com each year.

FREE WEB LISTING

Also, you get a FREE categorized, linked listing under “Advertisers Links” on the Canadian Teacher Magazine website!

Web only ads with ad stats tracking also available. (impressions/clicks)

Please call to reserve your space.

Canadian Teacher Magazine

604-574-8098

1-855-547-8098

cheryl@CanadianTeacherMagazine.com

www.CanadianTeacherMagazine.com

Canadian Teacher

MAGAZINE



"We like the teacher articles, book reviews, environmental awareness, good stories. It covers many issues and is very informative. We appreciate the advertisements, i.e. curriculum in the classroom."

"We love it! All the articles and ads covered topics that aren't just standard—you think outside of the box!"

"It is awesome that you have included so much Canadian content. Our staff finds all the materials interesting, valuable and informative."

"Great publication. I've shared several recent features with other staff members. Super! Thanks!"

Why Canadian Teacher Magazine?

Demographics

- average age of Canadian educators is 45
- over 50% of educators have a Masters degree
 - women make up 75% of the profession
 - average annual salary is over \$60,000
- teachers are travellers, investors, shoppers, diners — they enjoy the good things in life

National Distribution

- guaranteed distribution of 13,000 copies to over 12,000 schools, colleges, universities, educational coordinators and conferences across Canada reaching a potential audience of 300,000 teachers five times per year

Best Value in Print and on the Web

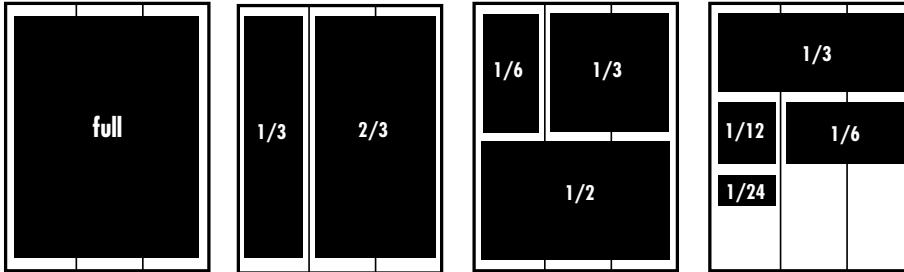
- lowest ad rates and best value of any major magazine
- great print and web exposure in *Canadian Teacher Magazine* and *Canadian Teacher Magazine Online*
- read in over 147 countries around the world

Between the Covers

- informative articles on instructional strategies and methodology, professional and personal development, and innovative Canadian teachers and schools
- current trends in education across Canada, government policies and their effects, and international educational issues and concerns
- entertaining articles on travel destinations, lifestyle choices and retirement for teachers' after school life
- reviews of Canadian published books, ebooks and dvd's, suitable for K-12 school libraries and classrooms

Canadian Teacher **MAGAZINE**

Rates 2012



LOCATION	SIZE	PRICE PER ISSUE – Cdn\$				
		1 issue	2 issues	3 issues	4 issues	5 issues
BACK COVER	FULL	\$3000	\$2900	\$2800	\$2700	\$2600
INSIDE COVERS	FULL	\$2400	\$2300	\$2200	\$2100	\$2000
INSIDE PAGES <i>There is a 10% charge for special page placement reservations on inside pages.</i>	FULL	\$2000	\$1900	\$1800	\$1700	\$1600
	2/3	\$1600	\$1500	\$1400	\$1300	\$1200
	1/2	\$1200	\$1100	\$1000	\$900	\$800
	1/3	\$850	\$800	\$750	\$675	\$600
	1/6	\$425	\$400	\$375	\$350	\$300
	1/12	\$250	\$225	\$200	\$175	\$150
	1/24	\$115	\$105	\$95	\$85	\$75
CLASSIFIED		35 words \$35 (min.)				
WEB ONLY	BANNER	\$349 per year (\$35 change fee)				
	SQUARE	\$249 per year (\$35 change fee)				
	LOGO LINK	\$99 per year (\$35 change fee)				

AD SIZE	WIDTH	HEIGHT
Full page (live area)	9-1/2 in.	12-1/4 in.
2/3 vertical	6-1/4	12-1/4
1/2 horizontal	9-1/2	6
1/3 vertical	3	12-1/4
square	6-1/4	6
horizontal	9-1/2	4
1/6 vertical	3	6
horizontal	6-1/4	3
1/12 square	3	3
1/24	3	1-1/2
Web-Banner Ad	728 pixels	90 pixels
Web-Square Ad	160 pixels	160 pixels
Web-Logo Link	Company Logo/Image + 50 Words	

ONE PRICE – TWO LOCATIONS

All ads appear in print in *Canadian Teacher Magazine* and on the web in *Canadian Teacher Magazine Online*.

PLUS – display advertisers get a FREE listing in the “Advertisers Links” section at *CanadianTeacherMagazine.com*.

High impact Web Only ads also available.

All HST registrants add 12% GST (HST#41196477)

*AD DESIGN OR ADJUSTMENTS—\$50/HR

DIGITAL REQUIREMENTS

PRINT ADS

- File formats: pdf or tif preferred
- Half tone resolution: 100 lpi/200 dpi
- Line art resolution: 300 dpi
- Files can be PC or Mac format
- Colour files must be in CMYK format (make sure file is CMYK before saving as pdf)
- Send ads by: Email or FTP for larger file sizes if needed
- Ads must be sized correctly (100%) at 200 dpi
- No film is accepted
- Charges may apply if modifications are required or if files are sent in other formats

WEB ADS

- Web ads should be 72 dpi in GIF format and be static.
- Web ad stats tracking available.

SPECIFICATIONS

Trim size:	10-1/2" x 14"
Live area:	9-1/2" x 12-1/4"
Resolution:	200 dpi 100 lpi

AD DEADLINES

ISSUE	AD DEADLINE	DISTRIBUTION
Sept/Oct	August 26	September 12
Nov/Dec	October 21	November 1
Jan/Feb	December 23	January 2
Mar/Apr	February 17	March 1
May/June	April 20	May 1

CONTACT INFORMATION

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www.CanadianTeacherMagazine.com

To confirm your ad booking, please complete the customer billing information and ad insertion details below (authorization signature required) and fax to 1-800-956-8299.

Customer Billing Information

Company _____
 Contact _____
 Address _____ City _____
 Province/State _____ Postal Code/Zip _____ Country _____
 Phone _____ Fax _____
 E-mail _____ Website _____

Print Ad Insertion Details

Ad Size	Orientation	Insertion Date(s) (indicate month/year)
<input type="checkbox"/> Full page	<input type="checkbox"/> Vertical	<input type="checkbox"/> Sept/Oct 20_____
<input type="checkbox"/> 2/3 page	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Nov/Dec 20_____
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> Square	<input type="checkbox"/> Jan/Feb 20_____
<input type="checkbox"/> 1/3 page		<input type="checkbox"/> Mar/Apr 20_____
<input type="checkbox"/> 1/6 page	Prime Locations	<input type="checkbox"/> May/Jun 20_____
<input type="checkbox"/> 1/12 page	<input type="checkbox"/> Back Cover (see price grid)	
<input type="checkbox"/> 1/24 page	<input type="checkbox"/> Inside Front Cover (see price grid)	
<input type="checkbox"/> Classified	<input type="checkbox"/> Inside Back Cover (see price grid)	
	<input type="checkbox"/> Right Hand Page (10% special placement reservation charge)	

NOTE

No cancellations after deadline. (see rates page)
Cancellations prior to deadline will result in prorated adjustment charges if discounts have been given towards multiple issue placements.
Payment terms are 30 days.

Agreement Cost	
\$ _____ X _____ issues	\$ _____
Ad Rate	
10% placement reservation (if applicable)	\$ _____
Web ad (1 year)	\$ _____
Subtotal	\$ _____
HST (in Canada only)	\$ _____
Total	\$ _____

Web Ads

Banner Ad Square Ad Logo Link

AUTHORIZATION

I authorize advertisement(s) in *Canadian Teacher Magazine*, as specified above. (Signature Required) _____

Date _____

Method of payment: Credit Card Cheque

PO# _____ (If Applicable)

CREDIT CARD AUTHORIZATION (if applicable)

I authorize *Pacific Edge Publishing* to charge my VISA MasterCard for payment of the contracted ad space.

Name as it appears on credit card: _____

Card Number: _____ Exp Date: _____ / _____

Signature: _____ Date: _____