

# canadian teacher.



*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. In its eleventh 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! Keep up the good work!"

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

"I enjoy reading your magazine on paper but I must say your website and online version of the paper are extremely well done. A pleasure to play with and to find information."



Each issue of *Canadian Teacher Magazine* is also online at [CanadianTeacherMagazine.com](http://CanadianTeacherMagazine.com) where teachers can read selected articles, find additional information on topics of interest or download the complete magazine.

We invite you to give your services, programs or products high profile exposure in *Canadian Teacher Magazine*, delivered to 300,000 teachers in over 12,000 schools, colleges and universities in Canada three times a year—book now for our next issue or for the next three issues and save.

## ONE PRICE – IN PRINT AND ONLINE

Not only do you get great exposure in the print version of *Canadian Teacher Magazine*, your ad also appears in *Canadian Teacher Magazine Online*. Reaching an annual online readership of over 60,000 visitors (2 million hits) to [CanadianTeacherMagazine.com](http://CanadianTeacherMagazine.com) each year (over 10,000 magazine downloads).

## FREE WEB LISTING

Also, as an advertiser, you get a FREE linked listing under "Current Advertisers List" on the Canadian Teacher Magazine website!

WEB ONLY ADS with ad stats tracking also available. (impressions/clicks)

Please call Cheryl to reserve your space.

## Canadian Teacher Magazine

604-574-8098

1-855-547-8098

[cheryl@CanadianTeacherMagazine.com](mailto:cheryl@CanadianTeacherMagazine.com)

[www.CanadianTeacherMagazine.com](http://www.CanadianTeacherMagazine.com)



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"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."

## *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

### Print and Web Distribution

- guaranteed **print** distribution to over 12,000 Canadian schools, colleges, universities, educational coordinators and conferences, three times per year
- the complete magazine is available for **online** readers in the workplace or at home anywhere in the world – over 10,000 magazine downloads annually

### Readership

- print copies are delivered to staffrooms in schools across Canada – into the hands of 300,000 educators
- print copies are delivered to faculties of education and university libraries, reaching post secondary educators and future teachers
- online magazine read in over 150 countries
- website receives over 2 million hits and 60,000 visitors annually

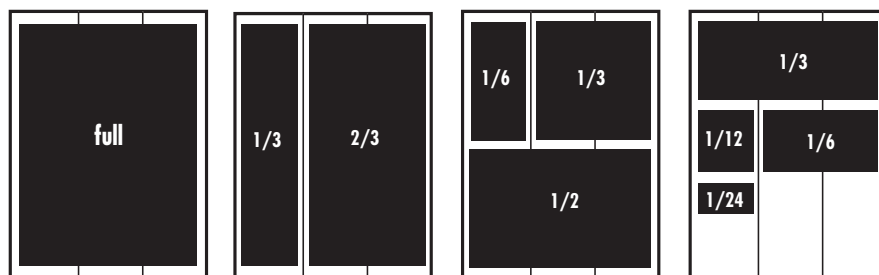
## *Between the Covers*

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- informative articles on instructional strategies and methodology, professional and personal development, and innovative Canadian teachers and schools
- current trends in education across Canada 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 DVDs, suitable for K–12 school libraries and classrooms

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Rates 2018



LOCATION	SIZE	PRICE PER AD PER ISSUE – Cdn\$		
		1 issue	2 issues	3 issues
BACK COVER	FULL	\$3000	\$2900	\$2800
INSIDE COVERS / PG 3	FULL	\$2400	\$2300	\$2200
INSIDE PAGES <i>There is a 10% charge for special placement on inside pages.</i>	FULL	\$2000	\$1900	\$1800
	2/3	\$1600	\$1500	\$1400
	1/2	\$1200	\$1100	\$1000
	1/3	\$800	\$750	\$700
	1/6	\$400	\$375	\$350
	1/12	\$200	\$175	\$150
	1/24	\$100	\$90	\$80
	CLASSIFIED		50 words \$50 (min.)	
CENTRE PULLOUT		Inquire about our 4 page glossy insert option		
WEB ONLY	BANNER	\$399 per year (\$35 change fee)		
	SQUARE	\$299 per year (\$35 change fee)		
	LOGO LINK	\$99 per year (\$35 change fee)		

## One price – two locations

All ads appear in print in *Canadian Teacher Magazine* and in the online downloadable version.

**PLUS** – display advertisers get a FREE listing in the “Advertisers List” section at CanadianTeacherMagazine.com. High impact Web only ads also available.

AD SIZES	WIDTH	HEIGHT
Full page (live area)	8-1/2 in.	11 in.
2/3 vertical	5-1/2	11
1/2 horizontal	8-1/2	5-1/4
1/3 vertical	2-3/4	11
square	5-1/2	5-1/4
horizontal	8-1/2	3-1/2
1/6 vertical	2-3/4	5-1/4
horizontal	5-1/4	2-3/4
1/12	2-3/4	2-3/4
1/24	2-3/4	1-3/8
Web-Banner Ad	728 pixels	90 pixels
Web-Square Ad	340 pixels	283 pixels
Web-Logo Link	Logo/Image(83 x 83 pixels) + 50 Words	

## DIGITAL REQUIREMENTS

### PRINT ADS

- File formats: pdf or tif
- Image/Text resolution: 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
- Ads must be sized correctly (100%) at 200 dpi
- Charges may apply if modifications are required or if files are sent in other formats (\$45/HR)

### WEB ADS

- Web ads: 72 dpi in GIF format.
- Web ad stats tracking available.

## SPECIFICATIONS

Trim size: 9-1/2" x 12-1/2"  
 Live area: 8-1/2" x 11"  
 Resolution: 200 dpi

## AD DEADLINES

ISSUE	AD DEADLINE	DISTRIBUTION
Fall	September 14	September 21
Winter	January 12	January 19
Spring	April 6	April 12

## CONTACT INFORMATION

### PACIFIC EDGE PUBLISHING

1773 El Verano Drive  
 Gabriola BC  
 Canada V0R 1X6

Phone: 604-574-8098 1-855-547-8098

cheryl@canadianteachermagazine.com  
 www.CanadianTeacherMagazine.com

Add 5% GST (GST#41196477)

AD DESIGN OR ADJUSTMENTS—\$35/HR

To confirm your ad booking, please complete the customer billing information and ad insertion details below (authorization signature required) and email to ads@canadianteachermagazine.com.

### 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"/> Fall 20_____
<input type="checkbox"/> 2/3 page	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Winter 20_____
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> Square	<input type="checkbox"/> Spring 20_____
<input type="checkbox"/> 1/3 page		
<input type="checkbox"/> 1/6 page		
<input type="checkbox"/> 1/12 page		
<input type="checkbox"/> 1/24 page		
<input type="checkbox"/> Classified		

**Prime Locations**

Back Cover (see price grid)

Inside Front Cover (see price grid)grid

Inside Back Cover (see price grid)grid

Right Hand Page (10% special placement reservation charge)

4 Page Insert (call for details)

**Web Ads**     Banner Ad     Square Ad     Logo Link

### 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) \$ _____
<b>Web ad (1 year)</b> (if applicable) \$ _____
Subtotal \$ _____
GST (in Canada only - 5%) \$ _____
<b>Total</b> \$ _____

### 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: \_\_\_\_\_