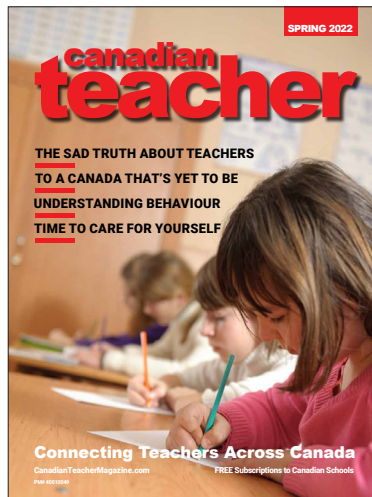


canadian teacher

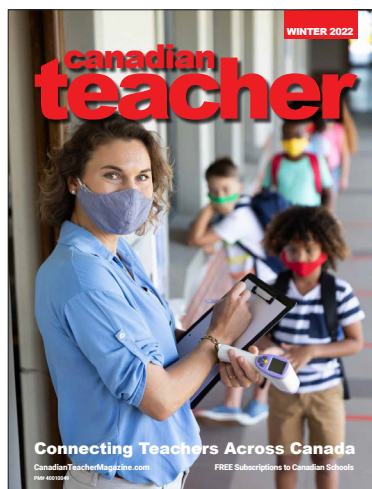


Canadian Teacher Magazine is designed to inform and entertain teachers, keeping them abreast of current trends in their field—instructional strategies, classroom management, professional and personal development, and national and international education issues. And for life outside school, it includes articles about holiday destinations and lifestyle choices. The magazine has enjoyed a warm reception in staff rooms in every region of the country since 2004. 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 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 over 200,000 teachers in over 11,000 schools, colleges and universities in Canada three times a year—book now for our next issue or take advantage of our three issue rates.

COST EFFECTIVE ADVERTISING – SAVE YOUR POSTAGE DOLLARS!

Canadian Teacher Magazine is mailed to all English and dual track schools in Canada three times a year. Your ad is delivered to staff rooms across the country, costing as little as 1.6 cents per school (depending on your ad size).

ONE PRICE – PRINT AND DIGITAL

Not only do you get great exposure in the print version of *Canadian Teacher Magazine*, your hyperlinked ad also appears in *Canadian Teacher Magazine Online*. Reaching an annual online readership of over 200,000 visitors from all over the world (8 million hits) to CanadianTeacherMagazine.com each year.

FREE WEB LISTING

Also, as an advertiser, you get a FREE linked listing under "Current Advertisers" 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

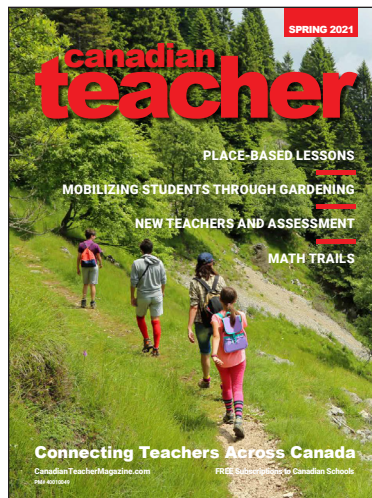
250-752-2549

cheryl@CanadianTeacherMagazine.com

www.CanadianTeacherMagazine.com



canadian teacher



"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 \$80,000
- teachers are travellers, investors, shoppers, diners — they enjoy the good things in life

Print and Digital Distribution

- guaranteed print distribution to over 11,000 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 20,000 magazine downloads annually. Online ads hyperlinked to your website.

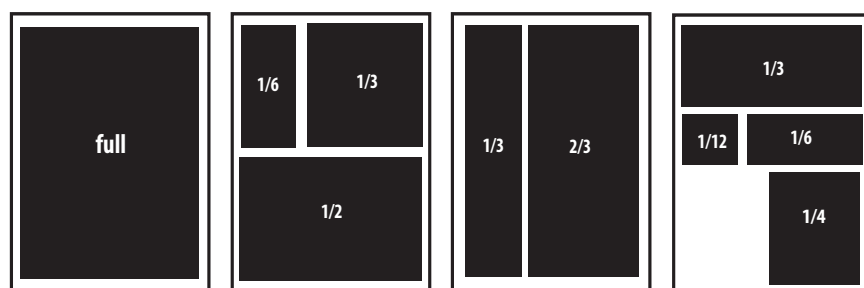
Readership

- print copies are delivered to over 11,000 school staff rooms across Canada – potentially into the hands of over 200,000 educators
- print copies are delivered to faculties of education and university libraries, reaching post secondary educators and future teachers
- online magazine is read around the world
- website receives over 8 million hits and 200,000 visitors annually

Between the Covers

- informative articles on instructional strategies and methodology, professional and personal development, and innovative Canadian teachers and schools
- entertaining articles on travel destinations and lifestyle choices
- current trends in education across Canada and international educational issues and concerns
- reviews of Canadian published books suitable for K–12 school libraries and classrooms

canadian teacher



LOCATION ALL COLOUR	SIZE	PRICE PER AD PER ISSUE – Cdn\$		
		1 issue	2 issues	3 issues
BACK COVER	FULL	\$3300	\$3200	\$3100
INSIDE COVERS / PG 3	FULL	\$2600	\$2500	\$2400
INSIDE PAGES There is a 10% charge for special placement on inside pages.	FULL	\$2200	\$2100	\$2000
	2/3	\$1800	\$1700	\$1600
	1/2	\$1300	\$1200	\$1100
	1/3	\$900	\$850	\$800
	1/4	\$700	\$650	\$600
	1/6	\$500	\$450	\$400
	1/12	\$300	\$250	\$200
CLASSIFIED		50 words \$100 (min.)		
WEB ONLY	BANNER	\$600 per year (\$35 change fee)		
WEB ONLY	SQUARE	\$400 per year (\$35 change fee)		

One price – two locations

All ads appear in **print** in *Canadian Teacher Magazine* and in the **online** downloadable version. Online ads hyperlinked to your website.

PLUS – display advertisers get a FREE listing in the “Current Advertisers” list at CanadianTeacherMagazine.com. High impact web only ads also available.

AD SIZES	WIDTH	HEIGHT
Full page (live area)	8-1/2 in.	11 in.
1/2 horizontal	8-1/2	5-1/2
2/3 vertical	5-1/2	11
1/3 vertical	2-3/4	11
square	5-1/2	5-1/2
horizontal	8-1/2	3-1/2
1/4 square	4	5-1/2
1/6 vertical	2-3/4	5-1/2
horizontal	5-1/2	2-3/4
1/12	2-3/4	2-3/4
Web–Banner Ad	728 pixels	90 pixels
Web–Square Ad	340 pixels	283 pixels

Rates 2023

DIGITAL REQUIREMENTS

PRINT ADS

- File formats: pdf or jpeg
- Image/Text resolution: 200 dpi
- Line art resolution: 300 dpi
- Send ads by email to:
cheryl@canadianteachermagazine.com
- Ads must be sized correctly (100%) at 200 dpi
- Charges may apply if modifications are required or if files are sent in other formats (\$55/HR)

WEB ADS

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

SPECIFICATIONS

Full Bleed:	10” x 13”
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 15	September 29
Winter	January 13	January 27
Spring	April 14	April 28

CONTACT INFORMATION

PACIFIC EDGE PUBLISHING

1773 El Verano Drive
Gabriola BC
Canada V0R 1X6

Phone: 250-752-2549

cheryl@canadianteachermagazine.com
www.CanadianTeacherMagazine.com

Add 5% GST (GST#41196477)

AD DESIGN OR ADJUSTMENTS—\$55/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"/> 1/4 page		
<input type="checkbox"/> 1/6 page		
<input type="checkbox"/> 1/12 page		
<input type="checkbox"/> Classified		

Prime Locations

<input type="checkbox"/> Back Cover	(see price grid)
<input type="checkbox"/> Inside Front Cover	(see price grid) grid
<input type="checkbox"/> Inside Back Cover	(see price grid) grid
<input type="checkbox"/> Right Hand Page	(10% special placement reservation charge)
<input type="checkbox"/> 4 Page Insert	(call for details)

Web Ads ☐ Banner Ad ☐ Square Ad ☐ Logo Link

NOTE

No cancellations after deadline. (see rates page)

No cancellations when paid in advance. Includes multiple issues.

Cancellations prior to deadline will result in pro-rated 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) (if applicable) \$ _____

Subtotal \$ _____

GST (in Canada only - 5%) \$ _____

Total \$ _____

AUTHORIZATION

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

Date _____

PO# _____ (If Applicable)

Method of payment: ☐ Credit Card ☐ eTransfer (send to "admin@pacifedgepublishing.com". Password "your invoice number") ☐ Check

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: _____