

# Education Today

Ontario Public School Boards' Association

## 2017 Media Kit

[opsba.org](http://opsba.org)



# Education Today



*Education Today* is the official magazine of the Ontario Public School Boards' Association (OPSBA) and provides a premier reach into all levels of the public provincial education system. Our controlled circulation is targeted towards a highly qualified audience of Ontario public school board trustees and directors of education that make up a unique group of decision-makers in the public education system.

published **3x per year**

circulation **2,385\***

Source: \*Publisher's Claim, October 2016

## Education Today is an award-winning magazine

Our thought provoking editorial covers key and relevant topics in the education field.

- Distinguished Achievement Award for Excellence in Education Journalism for Most Improved Publication
- Distinguished Achievement Award shared with the Ontario Public School Boards' Association for *Measuring Success: What Communities Should Know* service video
- Shortlisted for the Kenneth R. Wilson Awards



ONTARIO PUBLIC  
SCHOOL BOARDS'  
ASSOCIATION

Leading Education's Advocates

The Ontario Public School Boards' Association represents more than 40 public district school boards and public school authorities across Ontario. OPSBA is the credible voice of public education in Ontario and is often requested by the provincial government to provide input and advice on legislation and policy.

## OUR READERS

*Education Today* is distributed directly to school board offices across the province and makes its way into the hands of these key influencers and decision-makers:

- Public school board trustees
- Directors of Education
- Finance Officers
- Education Researchers
- Canadian Faculties of Education
- Provincial Government
- Individual elementary and secondary school principals and teachers
- Post-Secondary education libraries
- School libraries







**Investments from the provincial government into Ontario's publicly funded education system has continued to increase in 2016-17 to**

# \$22.9 Billion

Source: 2016-17 Grants for Student Needs (GSN)

These high level education executives are responsible for board level spending in areas including:

-  Educational programs
-  Administrative supplies
-  Information technology
-  Facilities expenditures



### 2017 Editorial Dates\*

Issue	Space Deadline	Material Deadline	Mailing Date
SUMMER	March 17	March 24	May 26
FALL	July 21	July 28	Sept. 29
SPRING	Oct. 27, '17	Nov. 3, '17	Jan. 26, '18

\*subject to change

### Advertising Rates (Net Rates)

U.S. rates available upon request.

4-colour	1X	2X	3X
Full page	\$2,115	\$2,010	\$1,900
1/2 page	1,500	1,425	1,350
1/3 page	1,365	1,295	1,225
1/4 page	1,295	1,230	1,165
Covers			
OBC	2,315	2200	2,085
IFC/IBC	2,255	2,140	2,030
B&W	1X	2X	3X
Full page	\$1,080	\$1,030	\$975
1/2 page	565	540	510
1/3 page	430	410	390
1/4 page	360	340	325

Bleed: no extra charge

Inserts: rates on request

Second or Matched Colours: rates on request

Special Position: 25% Surcharge

### Dimensions (Inches)

	Width		Depth
Full Page inc. bleed	8.5	x	11
Live Area	7.5	x	9.75
1/2 page (horizontal)	7.5	x	4.875
1/2 page (vertical)	3.675	x	9.75
1/3 page (horizontal)	7.5	x	3.25
1/3 page (vertical)	2.5	x	9.75
1/4 page (vertical only)	3.675	x	4.875

### Mechanical Requirements

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). **Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only).** **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

**File transfer media:** DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to [chimes@dvetail.com](mailto:chimes@dvetail.com).

**FTP Site:** <ftp.dvetail.com>. Please send an e-mail to [ftp@dvetail.com](mailto:ftp@dvetail.com) for password information for the *Education Today* FTP site.

**Design Services:** Complete design services are available at an additional charge. For details, please contact: Roberta Dick, [robertad@dvetail.com](mailto:robertad@dvetail.com) or Crystal Himes, [chimes@dvetail.com](mailto:chimes@dvetail.com) or call 905.886.6640

### Terms & Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

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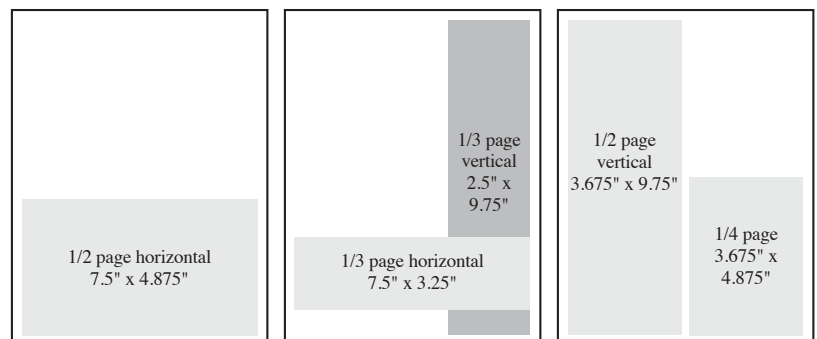
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