



PRINT & ONLINE
ADVERTISING
...
2017 RATES

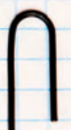


professionally
speaking
∩
pour parler
profession



Ontario
College of
Teachers

Setting the Standard
for Great Teaching



2017 deadlines



Issue	Space	Material
March	January 6	January 13
June	April 3	April 10
September	July 3	July 10
December	October 2	October 10

advertising rates (gross rates)

professionally speaking



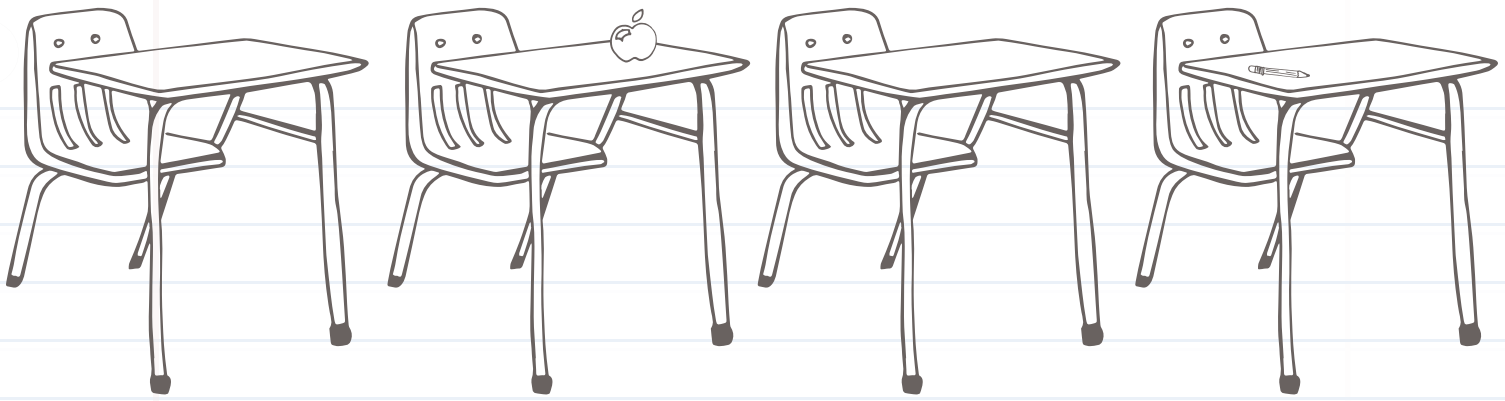
pour parler profession



Four-colour rates	1X	2X	3X	4X
full page	\$9,975	\$9,475	\$9,000	\$8,550
2/3 page	8,980	8,530	8,105	7,700
1/2 - page island	8,480	8,055	7,650	7,270
1/2 page	7,480	7,105	6,750	6,415
1/3 page	6,485	6,160	5,850	5,560
1/4 page	5,485	5,210	4,950	4,700
1/6 page	2,995	2,845	2,700	2,565
DPS	16,960	16,110	15,305	14,540
1/2 DPS	12,720	12,085	11,480	10,905
OBC	12,470	11,850	11,260	10,700
IBC	11,970	11,370	10,800	10,260
IFC (DPS only)	20,360	19,340	18,370	17,450

Four-colour rates	1X	2X	3X	4X
full page	\$2,015	\$1,915	\$1,820	\$1,730
2/3 page	1,815	1,725	1,640	1,560
1/2 - page island	1,715	1,630	1,550	1,475
1/2 page	1,510	1,435	1,365	1,300
1/3 page	1,310	1,245	1,185	1,125
1/4 page	1,110	1,055	1,000	950
1/6 page	605	575	545	520
DPS	3,425	3,255	3,090	2,935
1/2 DPS	2,570	2,440	2,320	2,205
OBC	2,520	2,395	2,275	2,160
IFC/IBC	2,420	2,300	2,185	2,075

Covers: Non-cancellable full-page, four-colour process
Special positions: 25% surcharge, space only
Black-and-white advertising rates: Available upon request



Display ad dimensions (inches)

Size	Width	Depth
DPS trim area	16.25 x	10.75
DPS live area	15.5 x	10
DPS bleed	16.5 x	11
1/2 DPS	15.5 x	4.75
Trim page	8.125 x	10.75
Bleed page	8.375 x	11
Live area	7.125 x	10
2/3 vertical	4.6667 x	9.7084
1/2 horizontal	7.125 x	4.75
1/2 vertical	3.4375 x	9.7084
1/2 island	4.6667 x	7.25
1/3 vertical	2.2083 x	9.7084
1/3 square	4.6667 x	4.75
1/4 vertical	3.4375 x	4.75
1/6 vertical	2.2083 x	4.75

Career ad dimensions (inches)

Size	Width	Depth
Full page	7.125 x	9.4584
1/2 horizontal	7.125 x	4.625
1/4 vertical	3.4375 x	4.625

MECHANICAL REQUIREMENTS

Electronic material:

Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac- based QuarkXPress 9, InDesign CS 6, Illustrator CS 6, Photoshop CS 6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, 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 email. Smaller files can be emailed up to a maximum file size of 10 MB. Send to chimes@dvtail.com.

FTP site:

Please send an email to ftp@dvtail.com for login information for the *Professionally Speaking* FTP site.

Design services:

Complete design services are available at an additional charge.

For details, please contact:

Roberta Dick, robertad@dvtail.com
Crystal Himes, chimes@dvtail.com
905.886.6640

TERMS AND CONDITIONS

Agency commission:

15% of gross to recognized agencies.

Terms:

Net 30 days. 2% interest per month on overdue accounts.

Taxes:

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.

Late material:

Should material not be received by the due date, the publisher reserves the right to run artwork from a previous issue.

Failure to print:

The publisher is not subject to any liability for failure to print any advertisement in whole or in part for any cause.

Errors or omissions:

The publisher shall not be liable for damage arising from errors or omissions.

Space cancellations:

Cancellations and space changes are not accepted after closing date. Special units and covers are non-cancellable unless approved by the publisher.

Advertising rates:

The publisher reserves the right to change advertising rates at any time.

CIRCULATION

Professionally Speaking is circulated to 217,537 members of the Ontario College of Teachers. *Pour parler profession* has a circulation of 14,348.

Qualified distribution:

239,471 Ontario Certified Teachers and paid subscribers. (CCAB, March, 2016)

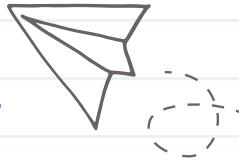




Your College and You Deadlines

Issue	Space & Material
January	November 25, 2016
February	December 20, 2016
March	January 30
April	February 27
May	March 30
June	May 1
July	May 29
August	July 3
September	July 31
October	September 4
November	October 2
December	October 30

Monthly e-newsletter



Your College and You / Des Nouvelles de l'Ordre

Delivered directly into the inboxes of teachers and administrators this subscription-based e-newsletter connects your brand with your target audience.

Limited Space

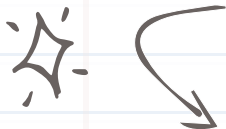
Book ahead to secure a spot.

English Circulation

212,336

French Circulation

14,239



Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
165 x 165 pixels	\$4,260	\$11,500	\$21,720	\$40,890

English and French (French opportunity included as value added)
JPEG or GIFF formats accepted. Please send a URL click through.

Professionally Speaking online ad rates & dimensions (net rates)



professionallyspeaking.oct.ca | pourparlerprofession.oceo.ca



Size	1 mo.	3 mos.	6 mos.	12 mos.
Leaderboard 728 x 90 pixels	\$1,520	\$4,110	\$7,765	\$14,615



*Leaderboard (top) rotating position, which may include up to five advertisers per space.

Please send your ad in two formats: SWF file with link(s) embedded and JPG for proofing and approval.

Various advertising options available on Professionally Speaking/Pour parler profession Uberflip. Contact us for details.





OCT.ca
online

Connect with your audience where they spend a lot of time.



MONTHLY AVERAGE WEBSITE TRAFFIC*

 Pageviews
1,926,176

 Average Session Duration
4.19

 Sessions
304,842

 Users
182,042

Advertising Rates

Ad Size: Medium Rectangle 300 x 250

(Please also supply creative sized at 180 x 150 for mobile and tablet)




DISCOUNTED RATES
for print advertisers.

Premium Positions	Frequency			
	1 mo.	3 mos.	6 mos.	12 mos.
HOME PAGE (includes 5 other random positions within the site)	\$2,925	\$7,900	\$14,920	\$28,080
FIND A TEACHER Initial search result page (page after name entered into search), includes 5 other random positions within the site	2,545	6,870	12,980	24,430
MEMBERS Members section landing page, plus 5 other random positions	2,545	6,870	12,980	24,430
NETWORK Find PD and AQ Opportunities page, Network section landing page, plus 4 other random positions	2,545	6,870	12,980	24,430
BECOMING A TEACHER Becoming a Teacher section landing page, plus 5 other random positions	2,545	6,870	12,980	24,430
Regular Positions				
PUBLIC Public section landing page, plus 3 other random positions	\$2,215	\$5,980	\$11,295	\$21,265
ABOUT THE COLLEGE About the College section landing page, plus 3 other random positions	2,215	5,980	11,295	21,265
Single Positions				
Any single random position within the site	\$1,705	\$4,605	\$8,695	\$16,370

MECHANICAL REQUIREMENTS

For all ad material please supply two creatives: 300 x 250 pixels, and 180 x 150 pixels for mobile and tablet, as well as the URL click through. JPG or GIF formats accepted. Files cannot be animated.

TERMS AND CONDITIONS

Agency commission: 15% of gross to recognized agencies. 

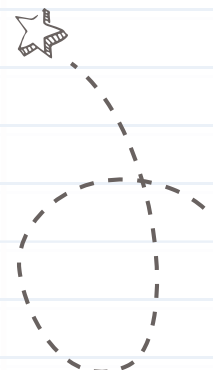
Terms: Net 30 days. 2% per month interest on overdue accounts.

Taxes: 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.

Errors or omissions: The publisher reserves the right to change advertising rates at any time.

SEND CONTRACTS/
INSERTION ORDERS TO
Dovetail Communications Inc.
30 East Beaver Creek Rd.,
Suite 202
Richmond Hill, ON L4B 1J2
T: 905.886.6640
F: 905.886.6615
Email: psadvertising@dvetail.com
Website: dvetail.com



Maximum of three advertisers per premium position.

*Source: Google Analytics, based on three-month average from the period of January 1, 2015, to March 31, 2015

Advertising Sales:

DOVETAIL

COMMUNICATIONS INC.

Dovetail Communications Inc.

202 – 30 East Beaver Creek Rd.
Richmond Hill, ON L4B 1J2

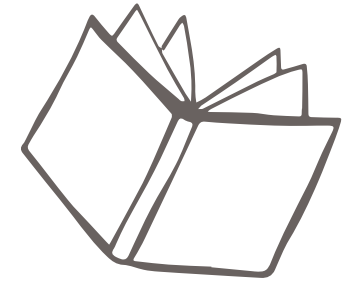
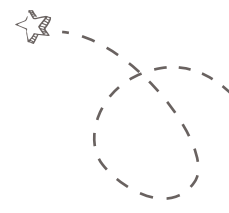
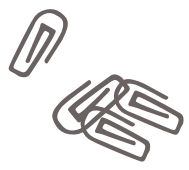
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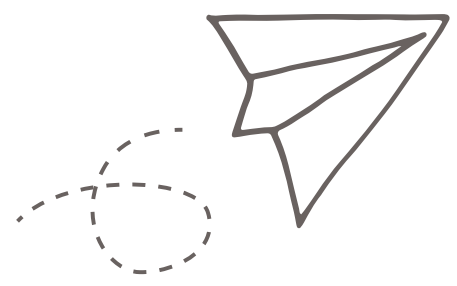
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 @OCT-OEEO

 /Ontarioteachers



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