

2018 Editorial Dates*

Issue	Space Deadline	Material Deadline	Mailing Date
SUMMER	March 21	March 28	May 28
FALL	July 25	July 30	Sept. 28
SPRING	Oct. 26	Nov. 2	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	2,645	2,515	2,390
IFC/IBC	2,540	2,415	2,295
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 sbellows@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an e-mail to 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 or Stephanie Bellows, sbellows@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.

Mail or fax contracts/insertion orders and material to:

DOVETAIL
30 YEARS

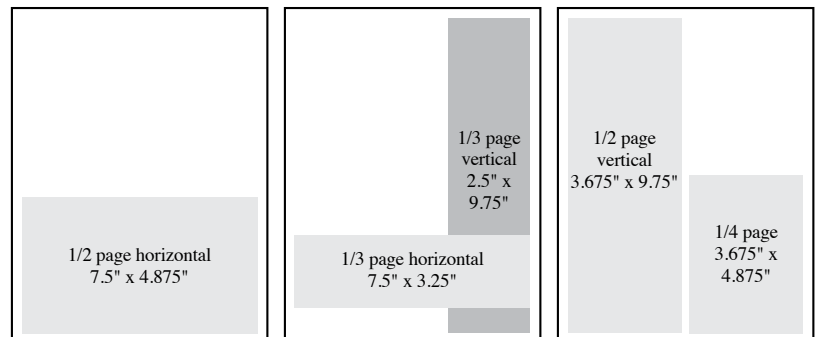
30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905.886.6640 Fax: 905.886.6615

E-mail: info@dvetail.com Website: www.dvetail.com

Cancellations and space changes not accepted after closing date.



Publisher:

439 University Avenue
18th floor
Toronto, ON M5G 1Y8



National Advertising Sales:

30 East Beaver Creek Road
Suite 202
Richmond Hill, ON L4B 1J2