

## Editorial Calendar 2018

Issue	Space Closing	Material Closing
<b>SPRING*</b>	March 9th	March 16th
<b>FALL</b>	August 31st	Sept. 7th

## Advertising Rates (Gross Rates)

4-COLOUR	1X	2X
Full Page	\$3,860	\$3,670
2/3 Page Vert.	3,475	3,300
1/2 Page Island	3,280	3,115
1/2 Page Horiz.	2,895	2,750
1/3 Page	2,510	2,385
1/4 Page Vert.	2,125	2,020
DPS	6,560	6,230
OBC	4,825	4,585
IFC/IBC	4,635	4,405

B&W	1X	2X
Full Page	\$2,925	\$2,780
2/3 Page Vert.	2,635	2,505
1/2 Page Island	2,195	2,085
1/2 Page Horiz.	1,900	1,805
1/3 Page	1,465	1,395
1/4 Page Vert.	1,170	1,115
DPS	5,265	5,000

Bleed: no extra charge  
 Inserts: rates on request  
 Second or Matched Colours: rates on request  
 Special Position: 25% surcharge

Dimensions (Inches)	Width	Depth
Trim Full Page	8.375 x	10.875
Live Area Full Page	7.125 x	9.625
Bleed Full Page	8.625 x	11.125
2/3 page vertical	4.7 x	9.625
1/2 page island	4.7 x	7.5
1/2 page horizontal	7.125 x	4.875
1/3 page vertical	2.25 x	9.625
1/3 page square	4.75 x	4.875
1/4 page vertical	3.312 x	4.875
DPS	16.25 x	10.875

### \*BONUS Distribution

Over 1,000 additional copies will be distributed to attendees at the Congress of the Humanities and Social Sciences

Place your ad to reach our market time and again!  
[www.academicmatters.ca](http://www.academicmatters.ca)  
 Averages **8,619** visitors and **10,182** pageviews a month.

Source: AM webtracking January-July, 2017.

Ask our sales rep about Sponsored Book Review opportunities.

## Online Ad Rates (Net)

# OF DAYS	1 ad	2 ads	3 ads	4 ads	5 ads
30	\$360	\$670	\$980	\$1,445	\$1,445
60	\$530	\$990	\$1,440	\$2,125	\$2,125
90	\$660	\$1,225	\$1,780	\$2,635	\$2,635
120	\$725	\$1,345	\$1,950	\$2,890	\$2,890

## Ad Dimensions

Format: JPG and GIF

Rectangle

300 x 250

## Job Postings Rates (Net)

Format: Microsoft Word

# OF DAYS	1 job	3 jobs	5 jobs	10 jobs
30	\$255	\$625	\$1,020	\$1,785
60	\$425	\$1,040	\$1,700	\$2,975
90	\$555	\$1,350	\$2,210	\$3,870
120	\$665	\$1,625	\$2,655	\$4,640

# 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@dvtail.com](mailto:chimes@dvtail.com)

**FTP Site:** [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the *Academic Matters* FTP site.

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

## Publisher:

**OCUFA**

Ontario Confederation of University Faculty Associations  
Union des Associations des Professeurs des Universités de l'Ontario

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## 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 in 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

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel: 905.886.6640 Fax: 905.886.6615  
Email: [am@dvtail.com](mailto:am@dvtail.com)  
Website: [www.dvtail.com](http://www.dvtail.com)

**Cancellations and space changes not accepted after closing date.**

## National Advertising Sales:

**DOVETAIL**  
30 YEARS

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel: 905.886.6640 Fax: 905.886.6615  
Email: [am@dvtail.com](mailto:am@dvtail.com)  
Website: [www.dvtail.com](http://www.dvtail.com)