

2022 EDITORIAL CALENDAR

The Register



Issue	Space Closing	Material Closing	Live Date	Format
Winter 2022	December 23, 2021	January 26, 2022	February 14, 2022	Digital
Spring 2022	April 15, 2022	May 4, 2022	May 23, 2022	Digital
Fall 2022	August 12, 2022	August 26, 2022	October 18, 2022	Print & Digital

Dates are subject to change

Regular Features



PRESIDENT

A provincial perspective of activities around the province



LEGAL FEATURE

Legal hot topics in education



PROFESSIONAL LEADERSHIP

Highlights of upcoming program offerings



SHARE YOUR STORY

Personal reflections from around the province



FEATURES

Articles of interest, innovation and timely advice for school leaders



RESEARCH STUDIES

Reports on research initiatives pertaining to areas that may impact student success and education practices



REVIEWS

Critiques of books, CDs, workshops, videos and materials relevant to education



EVENT LINE-UP

Upcoming professional opportunities for education professionals

2022 RATES & DATA

RATES

4-Colour	1x	2x	3x
Full Page	\$3,210	\$3,050	\$2,900
2/3 Page Vertical	2,890	2,750	2,615
1/2 Page Vertical Island	2,730	2,595	2,465
1/2 Page Horizontal	2,405	2,285	2,170
1/3 Page Square/Vertical	2,085	1,980	1,880
1/4 Page	1,765	1,680	1,595
1/6 Page Hor/Vert	960	910	865
DPS	5,455	5,180	4,920
1/2 DPS	4,090	3,885	3,690
Covers	1x	2x	3x
OBC	\$4,010	\$3,810	\$3,620
IFC/IBC	3,850	3,660	3,475

DIMENSIONS (inches)

Ad Size	Width	Depth
Trim Page	8.5	11
Bleed Page	8.75	11.25
Live Area	7.5	10
2/3 Vertical	4.9375	10
1/2 Page Vertical Island	4.8125	7.4375
1/2 Page Horizontal	7.5	4.8125
1/3 Vertical	2.375	10
1/3 Square	4.9375	4.9375
1/4 Page	4.8125	3.6875
1/6 Horizontal	4.875	2.375
1/6 Vertical	2.375	4.875
DPS	17	11
1/2 DPS	17	4.8125

The Register provides you with the opportunity to connect directly with the professionals who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips.

ADVERTISE NOW!

Marlene Mignardi

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MECHANICAL REQUIREMENTS

Electronic Material: Digital files only.

PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, Illustrator CC, Photoshop CC (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 email.

Smaller files can be emailed up to a maximum file size of 10MB. Send to chimes@dvtail.com.

FTP site: ftp.dvtail.com. Please send an email to ftp@dvtail.com for password information for the *The Register* FTP site.

Design Services: Complete design services are available at an additional charge.

For details, please contact:

Crystal Himes, chimes@dvtail.com.

Ph: 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.

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.

Cancellations and space changes are not accepted after closing date.

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