

Advertising Rates

Professionally Speaking

Four-colour rates	1X	2X	3X	4X
full page	\$9,975	\$9,475	\$9,000	\$8,550
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

Pour parler profession

Four-colour rates	1X	2X	3X	4X
full page	\$2,015	\$1,915	\$1,820	\$1,730
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

E-NEWSLETTER

YOUR COLLEGE AND YOU

Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
165 x 165 pixels	\$4,260	\$11,500	\$21,720	\$40,890
165 x 330 pixels	\$8,520	\$23,000	\$43,440	\$81,780

DES NOUVELLE DE L'ORDRE

Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
165 x 165 pixels	\$855	\$2,300	\$4,344	\$8220
165 x 330 pixels	\$1,705	\$4,600	\$8,690	\$16,355

JPEG or TIFF formats accepted. Please include all info on first tile of the animated GIF. Please send a URL click through. Space is limited.

INSERTS/OUTSERTS AND COVER WRAPS

Rates available upon request

ADDITIONAL QUALIFICATIONS AND FIELD TRIP SUPPLEMENTS

Contact us for special rate details

COVERS

Non-cancellable, full-page, four-colour process

2022 Deadlines*

PROFESSIONALLY SPEAKING / POUR PARLER PROFESSION

Issue	Space	Material
March	January 4	January 7
June	March 28	April 1
September	July 4	July 8
December	September 26	September 30

YOUR COLLEGE AND YOU / DES NOUVELLE DE L'ORDRE E-NEWSLETTER

Issue	Space & Material
January	November 26, 2020
February	January 4
March	January 31
April	February 28
May	March 30
June	May 2
July	May 30
August	June 30
September	August 16
October	September 2
November	September 30
December	November 1

*Dates subject to change.



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
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 CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format.

FILE TRANSFER

Email (maximum file size of 10MB) to chimes@dvtail.com.

DESIGN SERVICES

Complete design services are available at an additional charge.

FOR DETAILS, PLEASE CONTACT

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.

QUALIFIED DISTRIBUTION

225,231 Ontario Certified Teachers and paying subscribers. (CCAB, March 2021)

**SEND CONTRACTS/
INSERTION ORDERS TO**

Dovetail Communications Inc.

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