



Ontario  
College of  
Teachers



# 2024

YOUR COLLEGE  
AND YOU

NEWSLETTER | MEDIA PLANNER

**YOUR COLLEGE  
AND YOU**

**YOUR COLLEGE  
AND YOU**

As the official publication of the Ontario College of Teachers, *Your College and You* is distributed to every teacher, vice-principal and principal in Ontario.

# UNPARALLELED REACH DIRECTLY INTO THE INBOXES OF ONTARIO CERTIFIED TEACHERS.

Open rate

**62%\***

79% of our readers say advertising plays a vital role in providing information on products and services\*\*

**Circulation**

English **208,404**

French **15,864**

Connecting you  
with educators and  
administrators who  
make decisions for  
over

**2,192,193**

**Ontario  
students.\*\*\***

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Your College  
and You  
is read by  
purchasers  
responsible  
for classroom  
products  
and services,  
fundraising,  
field trips and  
technology.

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Our exceptional open rate tops industry benchmarks.

## Engaged subscribers

Open rate

**62%\***

Education

**28.5%\*\***

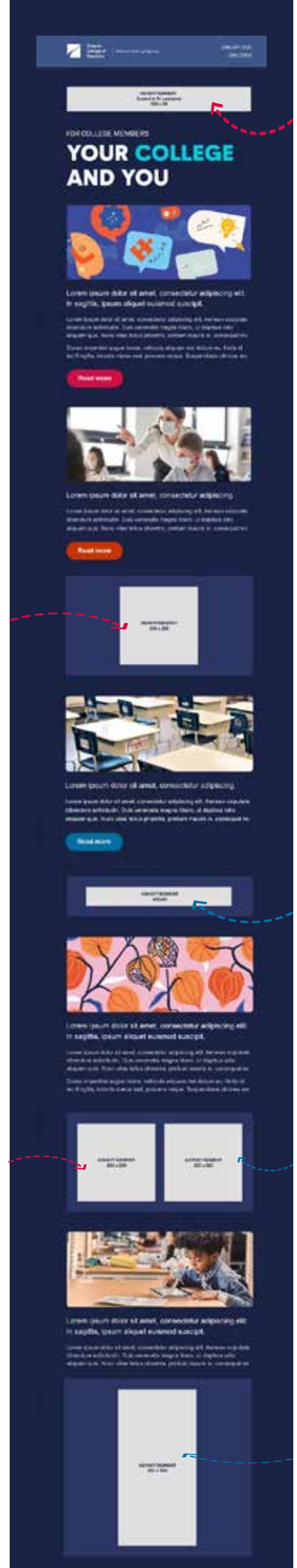
Your College and You delivers your message in an engaging format with ad placement at every budgetary level.

**Ad units appear along side top stories and provide for an uninterrupted user experience.**

Members report **a greater confidence and desire to keep using new technology platforms and digital media\*\*\***



Sources: \*Your College and You/Des Nouvelles de l'Ordre January – June 2023; \*\*Campaign Monitor, Email Marketing Benchmarks for 2022: By Industry and Day; \*\*\*Professionally Speaking Poll, September 2021



# Your College and You has an extensive reach with classroom purchasers

## Your College and You

Gross rates	Dimensions	1x	3-6x	6-9x	9-12x
Leaderboard	728 x 90	\$ 8,520	\$8,095	\$7,670	\$7,240
Premium Vertical Banner	250 x 500	\$10,650	\$10,120	\$9,585	\$9,050
Premium Horizontal Banner	500 x 250	\$10,650	\$10,120	\$9,585	\$9,050
Premium Box (2 available)	250 x 250	\$ 5,540	\$5,265	\$4,985	\$4,710
Box	250 x 250	\$4,400	\$4,180	\$3,960	\$3,740
Small Horizontal Banner	468 x 60	\$4,260	\$4,050	\$3,835	\$3620
Vertical Banner	250 x 500	\$8,520	\$8,110	\$7,670	\$7,240
Horizontal Banner	500 x 250	\$8,520	\$8,110	\$7,670	\$7,240

JPEG or TIFF formats accepted. Please include all info on first title of the animated gif.  
Please send URL click through. SPACE IS LIMITED

## Des Nouvelles de l'Ordre

Gross rates	Dimensions	1x	3-6x	6-9x	9-12x
Leaderboard	728 x 90	\$1,700	\$1,615	\$1,530	\$1,445
Premium Vertical Banner	250 x 500	\$2,130	\$2,020	\$1,920	\$1,810
Premium Horizontal Banner	500 x 250	\$2,130	\$2,020	\$1,920	\$1,810
Premium Box (2 available)	250 x 250	\$1,110	\$1,055	\$1,000	\$943
Box	250 x 250	\$880	\$835	\$790	\$750
Small Horizontal Banner	468 x 60	\$850	\$810	\$765	\$720
Vertical Banner	250 x 500	\$1,700	\$1,615	\$1,530	\$1,445
Horizontal Banner	500 x 250	\$1,700	\$1,615	\$1,530	\$1,445

JPEG or TIFF formats accepted. Please include all info on first title of the animated gif.  
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## MECHANICAL REQUIREMENTS

### FILE TRANSFER

Email (maximum file size of 10MB) to [chimes@dvtail.com](mailto:chimes@dvtail.com).

### DESIGN SERVICES

Complete design services are available at an additional charge.

### FOR DETAILS, PLEASE CONTACT

Crystal Himes, [chimes@dvtail.com](mailto: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.

## 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.

Issue	Space & Material
January	December 8
February	January 3
March	February 1
April	March 1
May	March 29
June	May 1
July	May 31
August	July 3
September	August 2
October	September 5
November	October 2
December	November 1

# DOVETAIL

COMMUNICATIONS

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dvtail.com

## CONTACT OUR TEAM FOR YOUR ADVERTISING NEEDS!

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