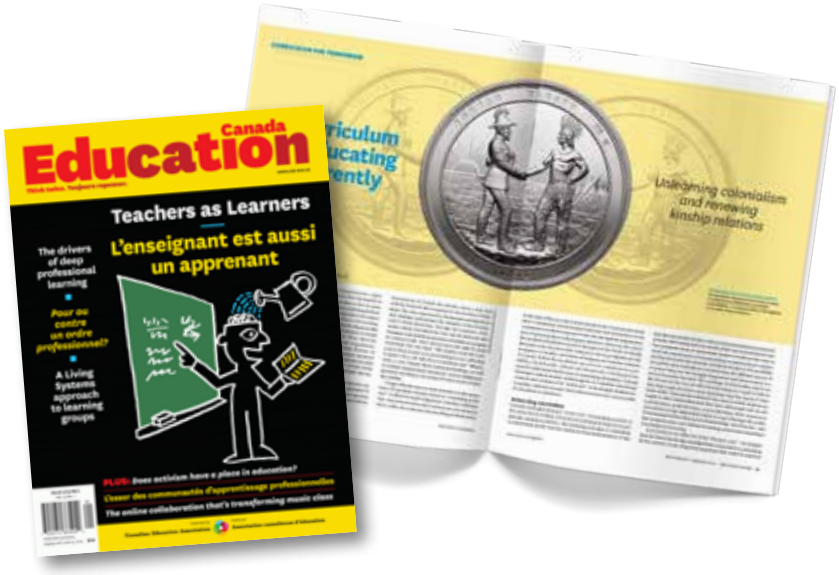
EdCan NETWORK
Brought to you by cea

2024 Opportunities

ED CANADA NETWORK

Our reach

- EdCan Network members
- Ministries of education
- Provincial and national education organizations
- School board associations
- School districts across Canada
- Teacher federations
- Top administrators and department heads at elementary/secondary and post-secondary levels
- Faculties of education
- Researchers and librarians



EDCAN WEBSITE

edcan.ca/magazine

Relevant, interactive content – that brings together education through leaders.

Average time on page

English: 4:39

French: 4:25

January-June 2023

Rates (Gross)

RUN OF SITE (ON ALL SECTIONS)	size	1mth	3mths	6mths	12mths
Top Leaderboard/Mobile Version	728x90/300x100	$995	2,690	5,090	9,585
Bottom Leaderboard/Mobile Version	728x90/300x100	$680	1,845	3,490	6,570
HOME/LANDING PAGE					
Big Box #1	300x250	$445	1,205	2,280	4,300
Big Box #2	300x250	$445	1,205	2,280	4,300
ARTICLE PAGES *(all articles, current or archived)*					
Big Box #1	300x250	$560	1,510	2,855	5,385
Big Box #2	300x250	$500	1,355	2,565	4,840
Half Page	300x600	$835	2,265	4,275	8,050

SPONSORED CONTENT	3mths
Included: Article (max 1000 words) + Featured Image (550x223 or 1200x488) + In-Article Image, optional (max 550x550) + Big Box Ad, 300x250, on landing page	$2,500

French rates are 25% less than English rates. Published rates are for rotating ads For exclusive, non-rotating (static) ad placement add 25% (subject to availability). For integration of flash elements add $100. Creative accepted: GIFs (can be animated), JPGs, SWF

EDUCATION CANADA BULLETIN E-NEWSLETTER

An esteemed digest that's shared monthly with our subscribership of K-12 education stakeholders.

Open Rates are increasing

32.6% (EN) / **39.9%** (FR)
Published on the last Wednesday of every month

Reach

6,700+ per month

Source: January - June 2023

Rates (Gross)

	size	1mth	3mths	6mths	12mths
Top banner	600x90	$1,245	3,360	6,350	11,950
Top Leaderboard	320x50	$995	2,685	5,075	9,550
Banner	600x75 within sections*	$795	2,155	4,065	7,655
Job posting	50 word text ad + logo**	$295	795	1,505	2,830
Events section	50 word description + logo**	$295	795	1,505	2,830

Education Canada magazine print/online advertisers receive 15% discount. French rates are 25% less than English rates.
* add 10% for guaranteed placement before/after a specific section for banner ads, 468x60 ** logo maximum size 300x300

MECHANICAL REQUIREMENTS

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 *Education Canada* 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: All advertising is subject to the approval of the publisher and does not imply any endorsement by the EdCan Network. 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.

National Advertising

DOVETAIL COMMUNICATIONS
205 Riviera Drive
Unit 1
Markham, ON L3R 5J8
T : 905-886-6640
F : 905-886-6615
www.dvtail.com
educationcanada@dvtail.com

Senior Account Executive

Marlene Mignardi
mmignardi@dvtail.com
905-886-6640 ext 326
www.dvtail.com

Published By

EdCan NETWORK
Brought to you by cea
60 St. Clair Avenue East
Suite 703
Toronto, ON M4T 1N5
T: 416-591-6300
F: 416-591-5345
www.edcan.ca

EdCanNet
cea.ace
https://www.linkedin.com/company/edcan
EdCan Network