

# Education Canada Bulletin e-Newsletter

An in-demand read by K-12 education stakeholders.  
Our subscribers receive this digest by email every month.

Reach: **6,500+** per month

Open rate: **18.9%**(En) / **24.8%** (Fr)

Published on the last Wednesday of every month



## RATES (Gross Rates)

	size	1 mth	3 mths	6 mths	12 mths
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

## Pan-Canadian Summit on K-12 Workplace Wellbeing

Offering K-12 educators actionable strategies to improve staff wellbeing in Canada's schools and school districts

November 7-9, 2022 in Edmonton, Alberta

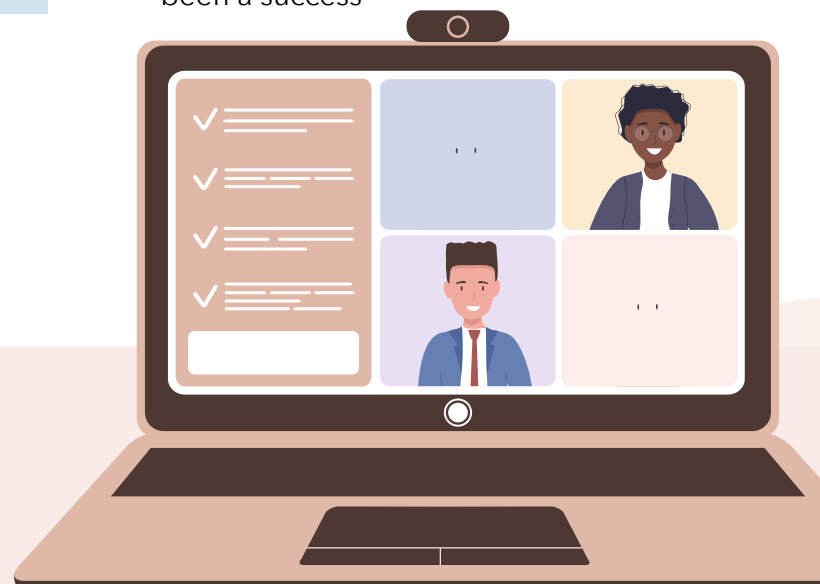
Contact your representative about sponsorship opportunities.

[Send email](#)

[Download sponsorship package](#)

Nearly **60%** of podcast listeners recall taking action as a result of podcast ads\*

**91%** of webinar marketers say they've been a success\*\*



Sources: Signal Hill Insights With Support from The Podcast Exchange: The Canadian Podcast Listener 2020 \*\*wyzowl, The State of Video Marketing, 2021

# EDITORIAL CALENDAR

Themes this year will be released based on emerging issues, challenges and opportunities as they progress



## Fall

**Format: Print + Digital**  
**Close: August 12**  
**Material: August 19**



## Winter

**Format: Digital**  
**Close: December 21**  
**Material: January 4**



## Spring

**Format: Digital**  
**Close: March 10**  
**Material: March 17**

## 2022-23 RATES

### ADVERTISING RATES (Gross)

4C	1x	2x	3x
Full page	\$2,950	\$2,800	\$2,660
2/3 page	2,475	2,350	2,235
1/2 page island	2,325	2,210	2,100
1/2 page	2,025	1,925	1,830
1/3 page	1,755	1,665	1,580
1/4 page	1,485	1,410	1,340
1/6 page	810	770	730
DPS	4,590	4,360	4,140
OBC	3,690	3,505	3,330
IFC/IBC	3,540	3,365	3,195
Opposite inside front cover (pg.3) opposite TOC	3,540	3,365	3,195

French rates are 25% less than English rates (Excluding prime positions)  
 Prime positions allotted on a first-come first-serve basis  
 Position Charges: Preferred positions 20% extra  
 Bleed: No extra charge  
 Inserts, Gatefolds, Special Units: Rates on request

### PRE-PRINTED POLYBAGGED OUTSERTS

A cost-effective way to distribute your message – it's an excellent alternative to regular direct mail! National, split run or regional campaign options available.

Available with the **Fall** issue.

### MECHANICAL REQUIREMENTS

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 9, (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](mailto:chimes@dvtail.com).

**FTP site:** <ftp.dvtail.com>. Please send an email to [ftp@dvtail.com](mailto: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](mailto:chimes@dvtail.com). Ph: 905.886.6640

### TERMS & CONDITIONS

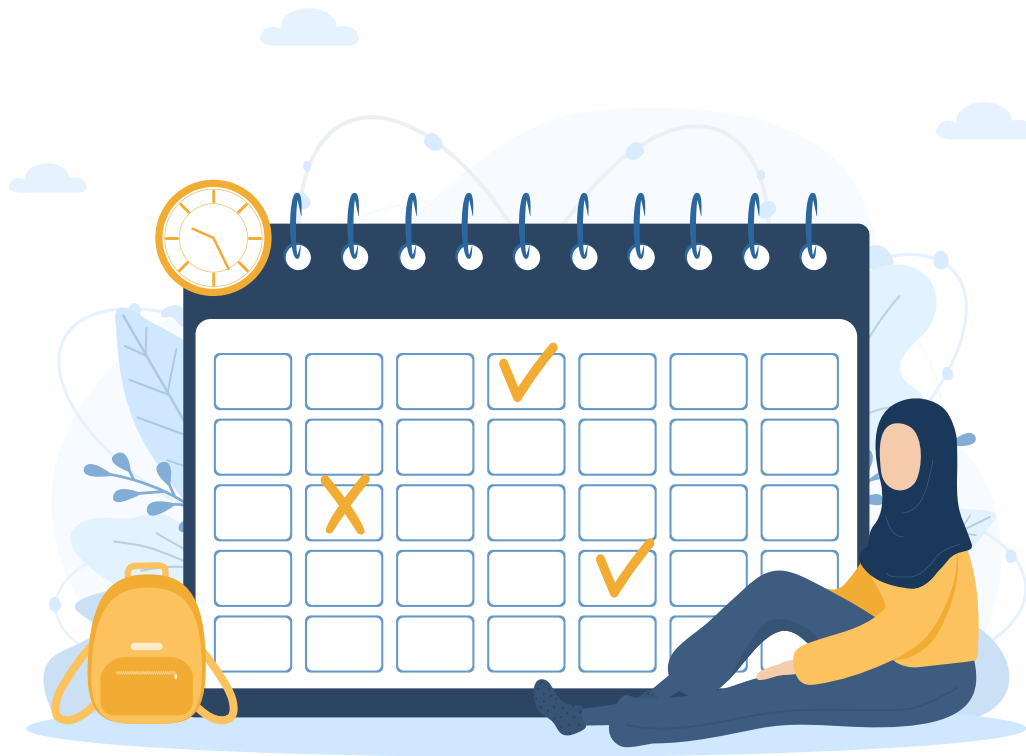
**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**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

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## Published By

# EdCan

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