

The Register

ISSUE	SPACE CLOSING	MATERIAL CLOSING	LIVE DATE	FORMAT
Winter 2024	December 15, 2023	January 5, 2024	February 14, 2024	Digital
Spring 2024	April 12, 2024	April 8, 2024	May 31, 2024	Digital
Fall 2024	August 12, 2024	August 12, 2024	October 18, 2024	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



Reviews

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



Event Line-up

Upcoming professional opportunities for education professionals

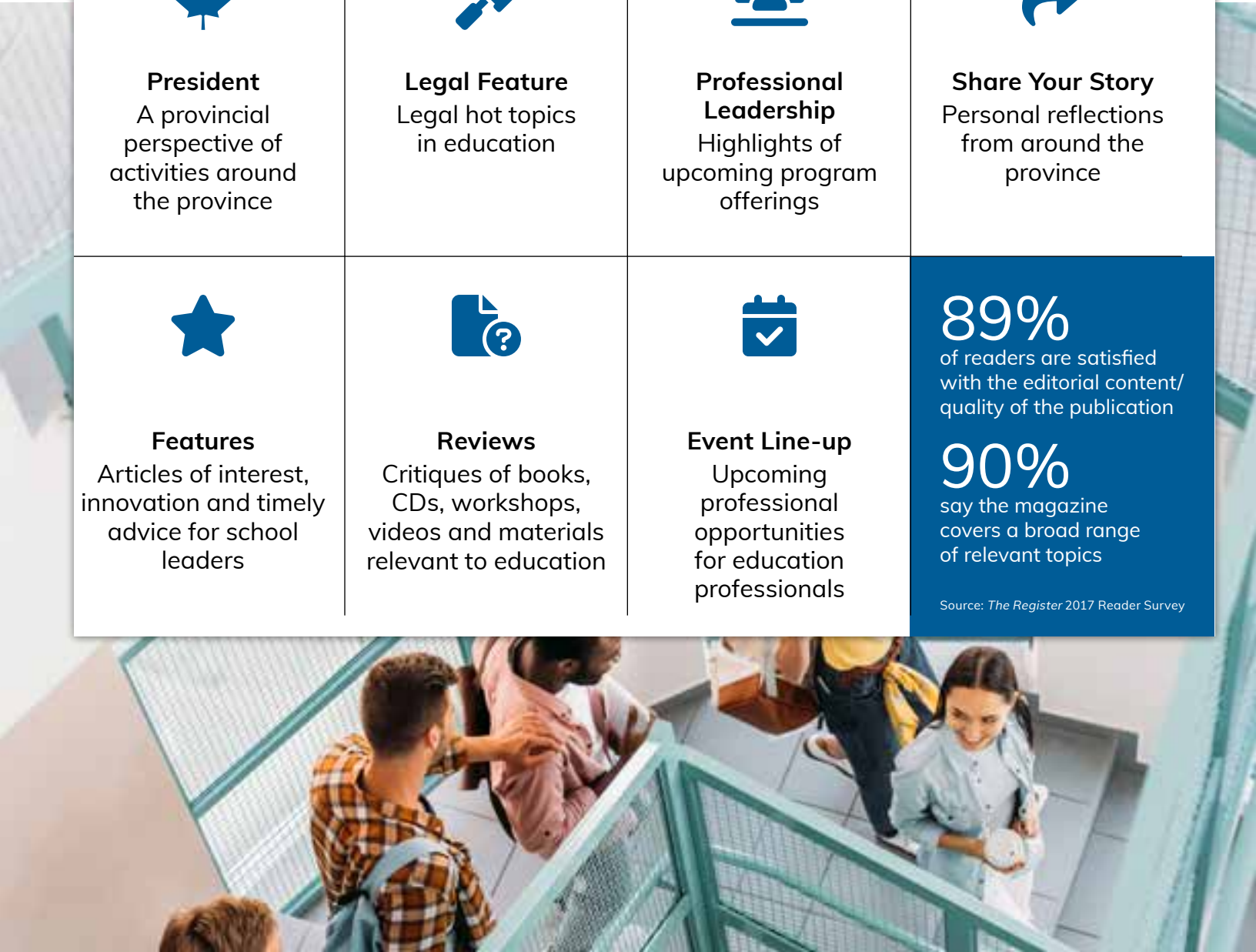
89%

of readers are satisfied with the editorial content/ quality of the publication

90%

say the magazine covers a broad range of relevant topics

Source: The Register 2017 Reader Survey



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

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.

Dovetail Communications Inc.

205 Riviera Drive, Unit 1, Markham, ON L3R 5J8
T: 905-886-6640 | www.dvtail.com

ADVERTISE NOW!

Let's collaborate to unlock the full potential of advertising for your brand's success!

Marlene Mignardi
T: 905-886-6640 ext 326 | E: mmignardi@dvtail.com



Publisher

2700-20 Queens Street West
P.O. Box 7
Toronto, On M5H 3R3
T: 416-322-6600
F: 416-322-6618
www.principals.ca

 @OntarioPrincipalsCouncil

 @OPCouncil

Advertising Sales

205 Riviera Drive
Unit 1
Markham, ON L3R 5J6
T: 905-866-6640
F: 905-886-6615
www.dvtail.com

 @DvtailMags

Senior Account Executive

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

Directly reach principals and vice-principals who run schools, manage staff, organize professional learning, oversee fundraising and coordinate school trips.

