

The ATA News

Display Advertisement Order Form

Deadline & Publication Dates in 2011/12 (Vol 46)		
No.	Deadline	Publication
1	Aug 22	Aug 30
2	Sept 2	Sept 13
3	Sept 19	Sept 27
4	Oct 3	Oct 11
5	Oct 17	Oct 25
6	Oct 31	Nov 8
7	Nov 14	Nov 22
8	Nov 28	Dec 6
9	Jan 9	Jan 17
10	Jan 23	Jan 31
11	Feb 6	Feb 14
12	Feb 17	Feb 28
13	Mar 5	Mar 13
14	Mar 19	Mar 27
15	Mar 30	Apr 10
16	Apr 16	Apr 24
17	Apr 30	May 8
18	May 18	May 29
19	June 4	June 12

Rates for Camera-Ready Ads					
Width⇒ Height⇩	1 column (1 7/8")	2 column (4")	3 column (6 1/8")	4 column (8 1/8")	5 column (10 1/4")
1"	\$24.09	\$48.19	\$72.28	\$96.37	\$120.46
2"	\$48.19	\$96.37	\$144.56	\$192.74	\$240.93
3"	\$72.28	\$144.56	\$216.83	\$289.11	\$361.39
4"	\$96.37	\$192.74	\$289.11	\$385.48	\$481.85
5"	\$120.46	\$240.93	\$361.39	\$481.85	\$602.31
6"	\$144.56	\$289.11	\$433.67	\$578.22	\$722.78
7"	\$168.65	\$337.30	\$505.94	\$674.59	\$843.24
8"	\$192.74	\$385.48	\$578.22	\$770.96	\$963.70
9"	\$216.83	\$433.67	\$650.50	\$867.33	\$1,084.16
10"	\$240.93	\$481.85	\$722.78	\$963.70	\$1,204.63
11"	\$265.02	\$530.04	\$795.05	\$1,060.07	\$1,325.09
12"	\$289.11	\$578.22	\$867.33	\$1,156.44	\$1,445.55
13"	\$313.20	\$626.41	\$939.61	\$1,252.81	\$1,566.01
14"	\$337.30	\$674.59	\$1,011.89	\$1,349.18	\$1,686.48
15"	\$361.39	\$722.78	\$1,084.16	\$1,445.55	\$1,806.94
15 3/8"	\$373.44	\$746.87	\$1,120.31	\$1,493.74	\$1,867.17

1/4 page ad: \$460

1/2 page ad: \$920

Circulation: 44,000

Format: Newsprint Tabloid

Line Screen: 85

Other Charges	Discounts
<ul style="list-style-type: none"> ➤ 5% GST ➤ \$65/hr for design and layout ➤ 25% for guaranteed position ➤ \$845 for four-colour process 	<ul style="list-style-type: none"> ➤ 15% for ads from ad agencies ➤ 50% off fourth insertion

To order a display ad, complete the form on the following page and send it to Janet Halberg, Advertising Manager, The Alberta Teachers' Association, 11010 142 Street NW, Edmonton AB T5N 2R1. Telephone: 780-447-9433 in Edmonton (1-800-232-7208 from elsewhere in Alberta); Fax: 780-455-6481; E-mail: janet.halberg@ata.ab.ca.

Advertisers are encouraged to book their advertising space early—space is very limited.

Circle the issue(s) in which you would like your ad published:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19

Indicate the size of ad you are requesting:

¼ page 2 column (4"w x 9⁵/₈"h) 3 column (6¹/₈"w x 6⁷/₁₆"h) 5 column (10¹/₄"w x 3⁷/₈"h)

½ page 3 column (6¹/₈"w x 12⁹/₁₆"h) 5 column (10¹/₄"w x 7⁷/₈"h)

Other (_____ inches wide by _____ inches high)

How are you submitting your ad?

- As a camera-ready original. (Photocopies and faxes are not recommended.)
- As a file (either on disk or attached to an e-mail). If you are sending a file, follow these guidelines:
 1. Create the file in *IBM format* using one of these programs: Illustrator CS, Photoshop CS, InDesign CS, Corel Draw 12 or Acrobat 7.
 2. Supply all fonts used or convert the text to curves to create outlines.
 3. Either (a) include all the graphics files used, (b) save the file to encapsulated post-script (EPS) and convert the text to curves to create outlines or (c) create a PDF file for press in which type and graphics are embedded.
 4. Supply a hardcopy of the ad.
- As a negative

Note that the advertisement must be submitted by **4 PM** on the deadline specified in the publication schedule.

Method of Payment

- Cash or Cheque (payable to *The Alberta Teachers' Association*)
- Credit Card (**VISA only**) Name: _____
Number: _____ Expiry Date: _____ Security Code: _____
- Invoice (advertisers who wish to be invoiced are subject to credit approval)
Name of Bank: _____ Bank Phone Number: _____

Billing Information:

Name of Business/Organization: _____
Name of Contact: _____ Phone: _____ Fax: _____
E-mail Address: _____
Address: _____ Postal Code: _____

All advertising copy is subject to the publisher's approval. Rates are subject to change on 60 days' notice. Advertisers will be charged for artwork, photographs, corrections and other extras prepared for them. The publisher is not bound by any verbal agreements or any conditions conflicting with the policies outlined above. The publisher accepts no liability for failing, for any cause, to insert an advertisement.

Signature: _____ Date: _____

Personal information provided on this document will be used solely for the purpose of handling this transaction.