

Classified Advertising

Cost

- \$1.00 per word (plus 5% GST)

Minimum Charge

- \$15.00 (15 words)

Maximum Words

- 50

Booking Requirements (Display and Classified Ads)

- Complete either the *Classified Advertisement Order Form* or *Display Advertisement Order Form* and submit by e-mail
- Classified ads must be prepaid
- Ads must be received by deadline, no exceptions

Payment

- VISA, Mastercard, cash or cheque
(Cheques are payable to the Alberta Teachers' Association)

**For assistance or order forms, contact
Kim Dewar, Advertising Manager.**



Specifications for file submission

Please take note of the following guidelines for ads. The Alberta Teachers' Association is not responsible for an ad running incorrectly due to incompatibility problems.

Software and Hardware

- The ATA is on a PC platform using Adobe Creative Suite

Files should be saved as PDF for the press with type and graphics embedded.

Use Correct Colour Space

- Black and white ads: change all colour graphics to black and white
- Four-colour ads: ensure all colours are set for CMYK printing
- Ensure no items are in RGB (red, green and blue) or Pantone spot colours



The Alberta Teachers' Association

The ATA News is an official publication of The Alberta Teachers' Association.

2016/17

ATANews

Advertising Rate Card



The Alberta
Teachers' Association

The ATA News

Publication and Editorial Offices at
Barnett House

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Please Note: Advertisers are encouraged to book their advertisement space early — space is limited.

Circulation: 42,500

The ATA News is circulated to Alberta teachers, school administrators, trustees, faculties of education students, government employees and retired teachers. Libraries and educational institutes around the world subscribe to the publication.

Copy and Contract Regulations

- All advertising copy is subject to approval by the publisher.
- All rates are subject to change on 60 days' notice.
- Artwork, photographs, customer corrections and other extras prepared for advertisers are charged to them.
- Publisher is not bound by any verbal agreements or any conditions conflicting with policies covered by this rate card.
- Publisher accepts no liability for failure for any cause to insert any advertisement.

2016/17 Advertising Deadlines and Publication Dates, Volume 51

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 6	Mar 14
14	Mar 20	Mar 28
15	Apr 3	Apr 11
16	Apr 13	Apr 25
17	May 8	May 16
18	May 19	May 30
19	June 5	June 13

Display Advertising

For print-ready artwork

(effective August 2016)

Ad size	Width	Height	Rate
1/8 page	4"	4 3/4"	\$335.00
	6 1/8"	3 1/8"	
	8 1/8"	2 3/8"	
	10 1/4"	1 7/8"	

Ad size	Width	Height	Rate
1/6 page	4"	6"	\$445.00
	6 1/8"	4"	
	8 1/8"	3"	
	10 1/4"	2 3/8"	

Ad size	Width	Height	Rate
1/4 page	4"	9 3/8"	\$670.00
	6 1/8"	6"	
	10 1/4"	3 7/8"	

Ad size	Width	Height	Rate
Half page	6 1/8"	12 3/4"	\$1,350.00
	10 1/4"	7 7/8"	

Ad size	Width	Height	Rate
Full page	10 1/4"	15 3/8"	\$2,715.00

Additional Charges: 5% GST

Discounts: 15% less for Black and White—50% off 4th insertion