



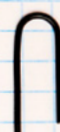
Print & E-newsletter  
Advertising  
...  
2019 Rates

# **Professionally Speaking ✂ Pour parler profession**

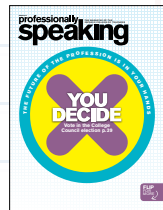


**Ontario  
College of  
Teachers**

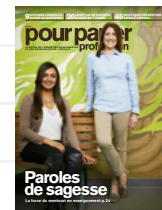
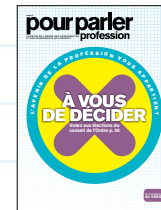
Setting the  
Standard for  
Great Teaching



# 2019 deadlines



Issue	Space	Material
March	January 7	January 11
June	April 1	April 8
September	July 5	July 9
December	September 30	October 8



## advertising rates (gross rates)

### Professionally Speaking



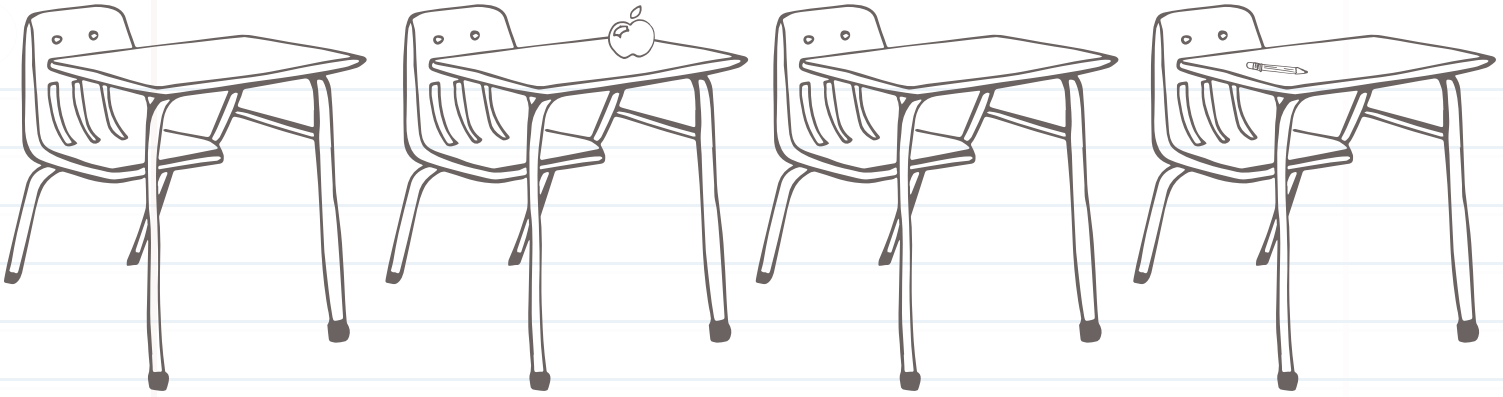
Four-colour rates	1X	2X	3X	4X
full page	\$9,975	\$9,475	\$9,000	\$8,550
2/3 page	8,980	8,530	8,105	7,700
1/2 - page island	8,480	8,055	7,650	7,270
1/2 page	7,480	7,105	6,750	6,415
1/3 page	6,485	6,160	5,850	5,560
1/4 page	5,485	5,210	4,950	4,700
1/6 page	2,995	2,845	2,700	2,565
DPS	16,960	16,110	15,305	14,540
1/2 DPS	12,720	12,085	11,480	10,905
OBC	12,470	11,850	11,260	10,700
IBC	11,970	11,370	10,800	10,260
IFC (DPS only)	20,360	19,340	18,370	17,450

### Pour parler profession



Four-colour rates	1X	2X	3X	4X
full page	\$2,015	\$1,915	\$1,820	\$1,730
2/3 page	1,815	1,725	1,640	1,560
1/2 - page island	1,715	1,630	1,550	1,475
1/2 page	1,510	1,435	1,365	1,300
1/3 page	1,310	1,245	1,185	1,125
1/4 page	1,110	1,055	1,000	950
1/6 page	605	575	545	520
DPS	3,425	3,255	3,090	2,935
1/2 DPS	2,570	2,440	2,320	2,205
OBC	2,520	2,395	2,275	2,160
IFC/IBC	2,420	2,300	2,185	2,075

**Covers:** Non-cancellable full-page, four-colour process  
**Special positions:** 25% surcharge, space only  
**Black-and-white advertising rates:** Available upon request



## Display ad dimensions (inches)

Size	Width		Depth
<b>DPS trim area</b>	16.25	x	10.75
<b>DPS live area</b>	15.5	x	10
<b>DPS bleed</b>	16.5	x	11
<b>1/2 DPS</b>	15.5	x	4.75
<b>Trim page</b>	8.125	x	10.75
<b>Bleed page</b>	8.375	x	11
<b>Live area</b>	7.125	x	10
<b>2/3 vertical</b>	4.6667	x	9.7084
<b>1/2 horizontal</b>	7.125	x	4.75
<b>1/2 vertical</b>	3.4375	x	9.7084
<b>1/2 island</b>	4.6667	x	7.25
<b>1/3 vertical</b>	2.2083	x	9.7084
<b>1/3 square</b>	4.6667	x	4.75
<b>1/4 vertical</b>	3.4375	x	4.75
<b>1/6 vertical</b>	2.2083	x	4.75

## MECHANICAL REQUIREMENTS

### Electronic material:

Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Mac-based QuarkX-Press 9, InDesign CS 6, Illustrator CS 6, Photoshop CS 6 (or earlier). Include all fonts and high-resolution CMYK images (300 dpi files for best resolution) in TIFF or EPS format. To ensure the accuracy of all art, 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 10 MB. Send to [chimes@dvtail.com](mailto:chimes@dvtail.com).

### FTP site:

Please send an email to [ftp@dvtail.com](mailto:ftp@dvtail.com) for login information for the *Professionally Speaking* FTP site.

### Design services:

Complete design services are available at an additional charge.

### For details, please contact:

Roberta Dick, [robertad@dvtail.com](mailto:robertad@dvtail.com)  
Crystal Himes, [chimes@dvtail.com](mailto:chimes@dvtail.com)  
905.886.6640

## TERMS AND CONDITIONS

### Agency commission:

15% of gross to recognized agencies.

### Terms:

Net 30 days. 2% interest per month 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.

### Late material:

Should material not be received by the due date, the publisher reserves the right to run artwork from a previous issue.

### Failure to print:

The publisher is not subject to any liability for failure to print any advertisement in whole or in part for any cause.

### Errors or omissions:

The publisher shall not be liable for damage arising from errors or omissions.

### Space cancellations:

Cancellations and space changes are not accepted after closing date. Special units and covers are non-cancellable unless approved by the publisher.

### Advertising rates:

The publisher reserves the right to change advertising rates at any time.

### Qualified distribution:

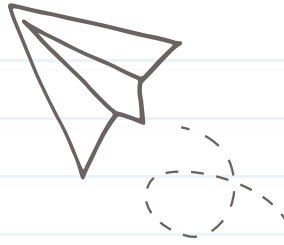
232,314 Ontario Certified Teachers and paid subscribers. (CCAB, March, 2018)

## Career ad dimensions (inches)

Size	Width		Depth
<b>Full page</b>	7.125	x	9.4584
<b>1/2 horizontal</b>	7.125	x	4.625
<b>1/4 vertical</b>	3.4375	x	4.625



# Monthly e-newsletter



## Your College and You / Des Nouvelles de l'Ordre

Our subscription-based e-newsletter reaches teachers and administrators directly. This is your opportunity to create an impact by connecting with your target audience digitally.

Space is limited! Book ahead to secure your spot.



English Circulation

**210,900**

French Circulation

**13,284**

## Your College and You Deadlines

Issue	Space & Material
<b>January</b>	November 27, 2018
<b>February</b>	January 3
<b>March</b>	January 30
<b>April</b>	February 26
<b>May</b>	March 26
<b>June</b>	May 1
<b>July</b>	May 28
<b>August</b>	July 3
<b>September</b>	July 31
<b>October</b>	September 4
<b>November</b>	October 2
<b>December</b>	October 30



Opportunity	1 mo.	3 mos.	6 mos.	12 mos.
<b>165 x 165 pixels</b>	\$4,260	\$11,500	\$21,720	\$40,890

English and French (French opportunity included as value added)  
JPEG or GIFF formats accepted. Please send a URL click through.

### Send Contracts/Insertion Orders To

Dovetail Communications Inc. 30 East Beaver Creek Rd., Suite 202 Richmond Hill, ON L4B 1J2  
T: 905.886.6640 | F: 905.886.6615 | psadvertising@dvtail.com | [dvtail.com](http://dvtail.com)



Advertising Sales:

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