

# OPC Register

THE MAGAZINE FOR ONTARIO'S PRINCIPALS & VICE-PRINCIPALS

## 2012 ISSUE AND CLOSING DATES

Issue	Space Closing	Material Closing	In Mail
Spring	January 20	January 27	March 13
Summer	April 20	April 27	June 12
Fall	July 20	July 27	September 11
Winter	October 19	October 26	December 11

\*Dates are subject to change



## WHAT'S IN STORE FOR 2012

The *Register* provides timely information and advice to school leaders in the dynamic education environment. Feature articles on “hot topics” are included in each edition, along with the following regular items.

## REGULAR COLUMNS

- President** – a provincial perspective
- Legal Feature** – answers to Members' legal questions
- ELC** – professional development news
- One Last Thought** – voices from around the province
- Features** – articles of interest, innovation and timely advice for school administrators
- Register Report** – reports on research initiatives, pertaining to areas that may impact student success and education practices
- OPC Communicator** – tip sheet to assist school leaders with their communication needs
- Reviews** – critiques of books, CDs, workshops, videos, etc., relevant to education
- Conference Line-up** – upcoming professional development opportunities for education professionals

## 2012 ADVERTISING RATES (GROSS RATES)

BLACK AND WHITE	1x	2x	3x	4x
Full Page	\$2,235	\$2,120	\$2,015	\$1,915
2/3 Page Vertical	2,010	1,910	1,815	1,725
1/2 Page Vertical Island	1,675	1,590	1,510	1,435
1/2 Page Horizontal	1,450	1,380	1,310	1,245
1/3 Page Square/Vertical	1,120	1,065	1,010	960
1/4 Page	895	850	810	770
1/6 Page Horizontal/Vertical	670	640	610	580
DPS	4,025	3,825	3,635	3,455
1/2 DPS	2,615	2,485	2,360	2,240

4-COLOUR	1x	2x	3x	4x
Full Page	\$3,210	\$3,050	\$2,900	\$2,755
2/3 Page Vertical	2,890	2,750	2,615	2,485
1/2 Page Vertical Island	2,730	2,595	2,465	2,340
1/2 Page Horizontal	2,405	2,285	2,170	2,060
1/3 Page Square/Vertical	2,085	1,980	1,880	1,785
1/4 Page	1,765	1,680	1,595	1,515
1/6 Page Horizontal/Vertical	960	910	865	820
DPS	5,455	5,180	4,920	4,675
1/2 DPS	4,090	3,885	3,690	3,505

## COVERS

	1x	2x	3x	4x
OBC	\$4,010	\$3,810	\$3,620	\$3,440
IFC/IBC	3,850	3,660	3,475	3,300

**SECOND COLOUR \$565**

**POSITION CHARGES** Preferred positions 20% extra.

**BLEED** No extra charge

**INSERTS, GATEFOLDS, SPECIAL UNITS** Rates on request.

## DIMENSIONS

AD SIZE	width	x	depth
Trim page	8.5	x	11
Bleed page	8.75	x	11.25
Live area	7.5	x	10
2/3 vertical	4.9375	x	10
1/2 vertical island	4.8125	x	7.4375
1/2 horizontal	7.5	x	4.8125
1/3 vertical	2.375	x	10
1/3 square	4.9375	x	4.9375
1/4 page	4.8125	x	3.6875
1/6 horizontal	4.875	x	2.375
1/6 vertical	2.375	x	4.875
DPS	17	x	11
1/2 DPS	17	x	4.8125

## MECHANICAL REQUIREMENTS

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (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.

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