

2012 rates and dates

Issue	Space	Material	Mail
March	6-Jan-12	13-Jan-12	24-Feb-12
June	5-Apr-12	13-Apr-12	25-May-12
September	29-Jun-12	6-Jul-12	24-Aug-12
December	1-Oct-12	9-Oct-12	23-Nov-12

*Dates are subject to change

professionally
speaking

2012 advertising rates (gross rates)

Four-colour rates

	1X	2X	3X	4X
full page	\$9,830	\$9,340	\$8,875	\$8,430
2/3 page	8,850	8,410	7,990	7,590
1/2 page island	8,360	7,940	7,545	7,170
1/2 page	7,375	7,005	6,655	6,320
1/3 page	6,390	6,070	5,770	5,480
1/4 page	5,410	5,140	4,885	4,640
1/6 page	2,950	2,800	2,660	2,530
DPS	16,715	15,880	15,090	14,335
1/2 DPS	12,535	11,910	11,315	10,750

Covers: Non-cancellable, full page, four-colour process

OBC	\$12,290	\$11,675	\$11,090	\$10,535
IBC	11,800	11,210	10,650	10,120
IFC (DPS only)	20,060	19,055	18,100	17,195

Bulletin Board

B&W	\$990	\$940	\$895	\$850
2C	1,175	1,115	1,060	1,005
4C	1,370	1,300	1,235	1,175

Special positions: Twenty-five per cent (25%) surcharge, space only
Black-and-white advertising rates available upon request

pour parler
profession

2012 advertising rates (gross rates)

Four-colour rates

	1X	2X	3X	4X
full page	\$1,985	\$1,885	\$1,790	\$1,700
2/3 page	1,785	1,695	1,610	1,530
1/2 page Island	1,685	1,600	1,520	1,445
1/2 page	1,490	1,415	1,345	1,280
1/3 page	1,290	1,225	1,165	1,105
1/4 page	1,090	1,035	985	935
1/6 page	595	565	535	515
DPS	3,375	3,205	3,045	2,895
1/2 DPS	2,530	2,405	2,285	2,170

Covers: Non-cancellable, full page, four-colour process

OBC	\$2,480	\$2,355	\$2,235	\$2,125
IFC/IBC	2,380	2,260	2,145	2,040

Special positions: Twenty-five per cent (25%) surcharge, space only

2012 online ad rates & dimensions

Ad sizes	Dimensions	1 month	3 months	6 months	12 months
Leaderboard (top or bottom)*	728 x 90 px	\$1,500	\$4,050	\$7,650	\$14,400
Home page rectangle	300 x 250 px	\$1,500	\$4,050	\$7,650	\$14,400
Square button	160 x 160 px	\$375	\$1,070	\$2,025	\$3,825
Skyscraper	160 x 600 px	\$1,500	\$4,050	\$7,650	\$14,400

*Rotating positions, which may see up to five advertisers per space

Please send your ad in two formats: SWF file with link(s) embedded AND JPG for proofing and approval.

Display ad dimensions (inches)

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

Career ad dimensions (inches)

Size	Width		Depth
full page	7.125	x	9.4584
1/2 DPS	15.5	x	4.625
2/3 vertical	4.6667	x	9.4584
1/2 horizontal	7.125	x	4.625
1/2 vertical	3.4375	x	9.4584
1/3 vertical	2.2083	x	9.4584
1/3 square	4.6667	x	4.625
1/4 vertical	3.4375	x	4.625
1/6 vertical	2.2083	x	4.625

Please include crop marks for all ads. If bleed is supplied, supply the bleed at 1/8 inch beyond the trim.



Mechanical requirements

Electronic material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh-based 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.

File transfer media: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com and jforbes@dvtail.com.

FTP site: Please send an email to ftp@dvtail.com for password 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 or
 Joanna Forbes, jforbes@dvtail.com
 Tel: 905.886.6640

Terms and 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.

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 out of 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.

Circulation

Professionally Speaking is circulated to 225,207 members of the Ontario College of Teachers.

Qualified distribution: 225,342 Ontario Certified Teachers and paid subscribers. (March 2011, audit record)

Mail or fax contracts/insertion orders to

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