

## PUBLISHER

Elementary Teachers' Federation of Ontario

480 University Avenue, Suite 1000

Toronto, ON M5G 1V2

Telephone: 416-962-3836

Fax: 416-642-2424

Editor: Johanna Brand; [jbrand@etfo.org](mailto:jbrand@etfo.org)

Advertising sales: Adele Bertram; [abertram@etfo.org](mailto:abertram@etfo.org)

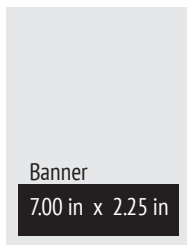
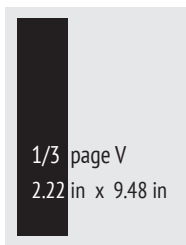
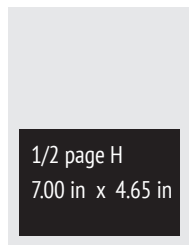
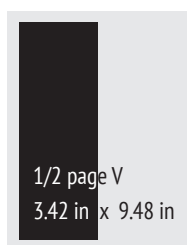
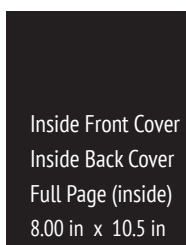
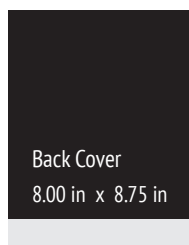
ETFOVoice is mailed directly to more than 75,000 elementary educators, and is distributed to faculty of education students across Ontario.

## 2011-2012 PUBLISHING SCHEDULE - Four times per year

	Insertion Orders	Artwork	Publication date
Fall 2011	September 12	September 19	October 24
Winter 2012	October 17	November 4	December 16
Spring 2012	January 20	January 31	March 21
Summer 2012	April 13	April 23	May 31

## AD SIZES AND RATES - Effective July 1, 2011 (Full colour; taxes not included).

Back Cover	8.00 in x 8.75 in (+ .125" full bleed)	\$ 5,125.00
Inside Front Cover	8.00 in x 10.5 in (+ .125" full bleed)	\$ 4,490.00
Inside Back Cover	8.00 in x 10.5 in (+ .125" full bleed)	\$ 4,490.00
Full Page (inside)	8.00 in x 10.5 in (+ .125" full bleed)	\$ 4,150.00
2/3 page	4.61 in x 9.48 in	\$ 3,450.00
1/2 page V	3.42 in x 9.48 in	\$ 2,530.00
1/2 page H	7.00 in x 4.65 in	\$ 2,530.00
1/3 page V	2.22 in x 9.48 in	\$ 1,840.00
1/3 page H	7.00 in x 3.125 in	\$ 1,840.00
1/4 page	3.42 in x 4.65 in	\$ 1,440.00
Banner	7.00 in x 2.25 in	\$ 1,440.00
Business Card	3.42 in x 2.25 in	\$ 750.00



## CLASSIFIED ADVERTISING

ETFO Members: \$2.00 per word. Non-members: \$3.50 per word.

Minimum charge: \$40.00. Taxes not included.

## CLASSIFIED DISPLAY AD

For an additional \$150 you can give your classified ad more prominence. For details contact Adele Bertram; [abertram@etfo.org](mailto:abertram@etfo.org).

## MECHANICAL SPECIFICATIONS

For best reproduction, artwork should be supplied electronically and meet the following specifications:

- InDesign CS (preferred) Macintosh format.
- Adobe Illustrator CS, and saved as EPS.
- Images at 300 dpi (minimum for size-as images), all RGB Images converted to CMYK, all images saved as TIFF or EPS (not JPG). Files with clipping paths must be saved with a flatness of no less than 15 and saved as EPS.
- Adobe Acrobat, Hi-Res PDF file (press optimized, 300 dpi).
- Artwork created on a Windows or PC platform or using any version of QuarkXpress software, must be saved as EPS, TIFF or PDF documents (fonts must be converted to outlines).
- Colour graphics, picts, illustrations should be in CMYK (process), at least 300 dpi, 100 percent size at placement.
- PANTONE spot colours should be converted to CMYK.
- Grayscale graphics at least 300 dpi.

Artwork should be supplied on Macintosh formatted CD or DVD accompanied by printed colour proof for reference (remember to include all fonts and graphics used in ad).

Artwork can be sent electronically by e-mail (5MB max size) to [abertram@etfo.org](mailto:abertram@etfo.org), or uploaded to our FTP site. Contact us for instructions.

## NOTES

Please contact us regarding inserts and outserts.

There is no discount for black and white ads.

Design costs may be charged for any modification (resize, correction, etc), to advertisements that are not press-ready or do not conform to mechanical specifications.

10% surcharge for guaranteed placement.

## CONDITIONS

All advertisements will be reviewed and approved by ETFO.

ETFO reserves the right to refuse advertisements.

15% discount for recognized agencies.

All colours will be approximated with process colours (CMYK).