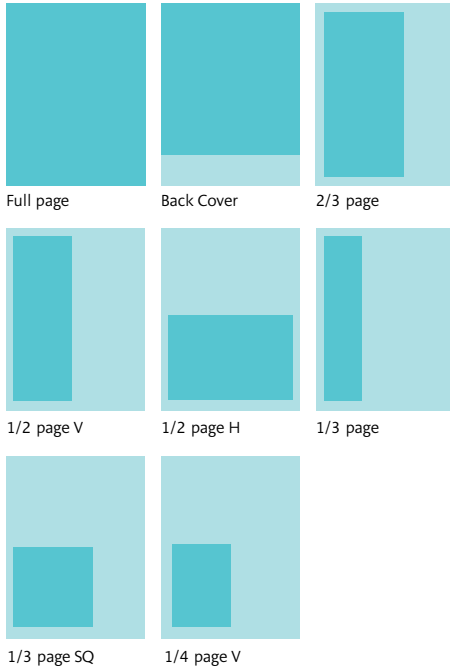# ETFO VOICE | ADVERTISING RATES & DATA

ETFO Voice is mailed directly to more than 83,000 elementary educators, and is distributed to faculty of education students across Ontario.

PRINT AD SIZES

Full page

Back Cover

2/3 page

1/2 page V

1/2 page H

1/3 page

1/3 page SQ

1/4 page V

MECHANICAL REQ.

For best reproduction, artwork should be supplied electronically in one of the following formats. PDF files are preferred.

- Adobe Acrobat, Hi-Res PDF file (press optimized, 300 dpi).
- InDesign CS (preferred) Macintosh format.
- Adobe Illustrator CS, and saved as EPS.

Artwork supplied as InDesign or Illustrator must have fonts supplied or converted to outlines.

All image files must be minimum 300 dpi and CMYK

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

CONTACT INFO

Elementary Teachers' Federation of Ontario
136 Isabella Street
Toronto, ON M4Y 0B5
Telephone: 416-962-3836
Fax: 416-642-2424

Contact: Eva Wong (ewong@etfo.org)

PRINT ADVERTISING RATES
Effective July 1, 2018 (Full-colour, taxes not included)

Back Cover	8.375 in x 9.125 in	(+ .125" full bleed).	$ 5,910.00
Inside Front Cover . .	8.375 in x 10.875 in	(+ .125" full bleed).	$ 5,190.00
Inside Back Cover. . .	8.375 in x 10.875 in	(+ .125" full bleed).	$ 5,190.00
Full Page (inside) . . .	8.375 in x 10.875 in	(+ .125" full bleed).	$ 4,790.00
2/3 page	4.834 in x 9.875 in.		$ 3,980.00
1/2 page V	3.56 in x 9.875 in.		$ 2,920.00
1/2 page H	7.375 in x 4.75 in.		$ 2,920.00
1/3 page V.	2.2917 in x 9.875 in.		$ 2,130.00
1/3 page SQ	4.834 in x 4.75 in.		$ 2,130.00
1/4 page.	3.56 in x 4.75 in.		$ 1,810.00

CLASSIFIED ADVERTISING

ETFO Members: $2.00 per word. Non-members: $3.50 per word. Minimum charge: $40.00. Taxes not included.

2018-2019 PUBLISHING SCHEDULE - FOUR TIMES PER YEAR

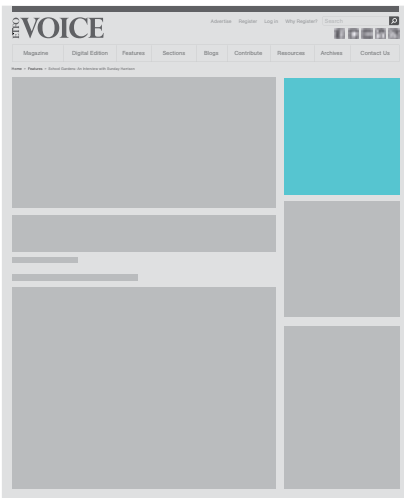| ISSUE	INSERTION ORDERS	ARTWORK	PUBLICATION DATE
Fall 2018	August 1	August 15	September 17
Winter 2018	November 1	November 15	December 14
Spring 2019	February 1	February 15	March 15
Summer 2019	May 1	May 15	June 14

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).

NOTES

- 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.

ETFO VOICE | ADVERTISING RATES & DATA

ETFO Voice reaches more than 83,000 elementary educators and is supported by push email bulletins and social media to drive traffic.

AD SIZES

ONLINE ADVERTISING RATES
Effective July 1, 2018 (taxes not included)

Big box banners (240 pixels wide x 240 pixels high)

$750.00/quarter or $260.00/month

Note: 20% discount applies to online advertising that is purchased concurrent with full-page print bookings.

MATERIAL REQUIREMENTS

• Maximum file size 100K

• GIF, JPG or PNG acceptable

• Please provide URL/link

CONDITIONS

• All advertisements will be reviewed and approved by ETFO.

• ETFO reserves the right to refuse advertisements.

• 15% discount for recognized agencies.

NOTES

• Please contact us regarding rich media formats (Flash/video/audio, etc.).

• Design costs may be charged for any modification (resize, correction, etc) to advertisements that do not conform to mechanical specifications.

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