



ATA MAGAZINE



ATA Magazine—The mission of the *ATA Magazine* is to reinforce that the ATA is the education authority in the province, help teachers understand the broader issues in public education, help teachers maintain and improve their teaching practice and help teachers connect with their colleagues.

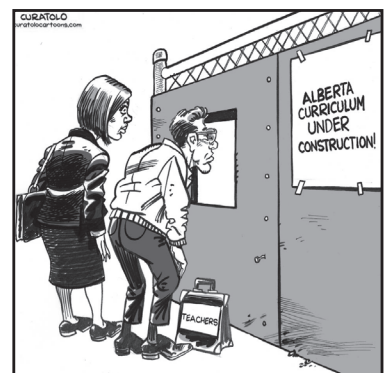
ATA NEWS



Emily Berg Nussli, daughter of ATA staff officer Jordan Berg, tests a new rainbow crosswalk that was recently painted at Barrett House in Edmonton. At its April meeting, Provincial Executive Council directed that the pattern be added to the parking lot to demonstrate the Association's commitment to inclusivity.



ATA News—The mission of the *ATA News* is to provide quality reporting and analysis of education news in Alberta and elsewhere, inform members of major Association policy decisions and report on activities of teachers, locals and the Association.



AT A GLANCE

Effective August 10, 2020

LAUNCHED

June 1920

FREQUENCY

Three times a year

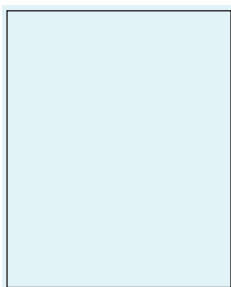
DISTRIBUTION

39,500 copies

CIRCULATION

Alberta teachers, school administrators, trustees, students in faculties of education, government employees and retired teachers. Libraries and educational institutions around the world subscribe to the *ATA Magazine*.

AD SIZES



Full Page with Bleed

Trim size: 8.5" x 10.5"

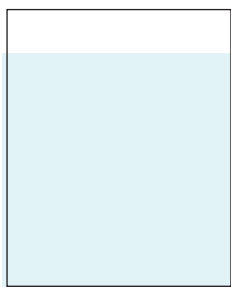
With bleed: 8.75" x 10.75"



Double Page Spread with Bleed

Trim size: 17" x 10.5"

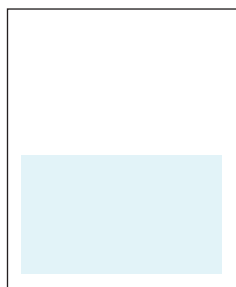
With bleed: 17.25" x 10.75"



Outside Back Cover with Bleed

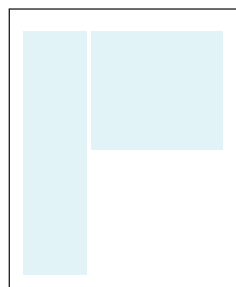
Trim size: 8.5" x 9"

With bleed: 8.75" x 9.125"



1/2 Page

7.3125" x 4.3438"



1/3 Page

Vertical 2.3125" x 8.875"

Square 4.8125" x 4.3438"

Advertisers who buy three ads of a 1/2 page or larger between the *ATA Magazine* and the *ATA News* receive 50% off the fourth insertion (of the same size/value) in either publication. Discount offers cannot be combined.

ADVERTISING RATES

| SIZE | RATE |
|--------------------|--------|
| Double Page Spread | \$5000 |
| Outside Back Cover | \$3695 |
| Inside Covers | \$2795 |
| Full Page | \$2450 |
| 1/2 Page | \$1350 |
| 1/3 Page | \$845 |

BOOKING DEADLINES

| | FALL 2020 | WINTER 2021 | SPRING 2021 |
|---------------------|--------------|----------------|----------------|
| DISTRIBUTION | November | February | June |
| BOOKING | August 5 | November 4 | March 3 |
| ARTWORK | September 2 | December 2 | March 31 |

All ads are full colour. 5% GST not included.

CONTACT

For more information about advertising with the *ATA Magazine*, please contact Trevor Battye Ad Sales: trevor@tbasales.ca
1-778-773-9397

AD SUBMISSIONS

Send advertisements to

Melissa Alves:artwork@tbasales.ca

Please identify your client name and run date in the subject line. Please compress your files.

ARTWORK REQUIREMENTS

Ad material must be submitted as a press-ready high-resolution PDF. Convert all RGB and spot colours to CMYK, embed all fonts, minimum resolution of 300 dpi for all images at 100% size.

File Naming: Please include a client name with the run date.

FULL, DOUBLE-PAGE SPREAD AND OUTSIDE BACK COVER ADS

These ads should be built to trim size and include a minimum 1/8" bleed on all sides with crop marks.

PAYMENT NOTES

- Invoice sent via e-mail only (payable via cash, cheque or credit card).
- 5% GST applied to every order.
- 50% discount on every fourth insertion (automatically applied).
- Black-and-white ad (15% discount).
- Ad design services (contact Trevor Battye Ad sales for a price quote).

ADVERTISING POLICY

The Alberta Teachers' Association reserves the right to refuse paid advertisements in the *ATA Magazine*. All copy and graphics require the publisher's approval. Rates are subject to change on 60 days' notice. Advertisers will be charged for artwork, photographs, corrections and other extras prepared for them. The publisher is not bound by any verbal agreements or any conditions conflicting with the policies outlined above. The publisher accepts no liability for failing, for any cause, to insert an advertisement.



The Alberta Teachers' Association

AT A GLANCE

Effective August 10, 2020

LAUNCHED

February
1967

FREQUENCY

15 times a year

DISTRIBUTION

39,500 copies

CIRCULATION

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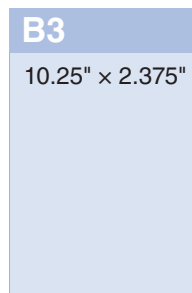
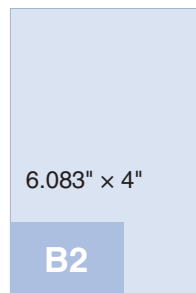
Please identify your client name and run date in the subject line. Please compress your files.

AD SIZES

1/6 page

AD CODES:
B1, B2, B3

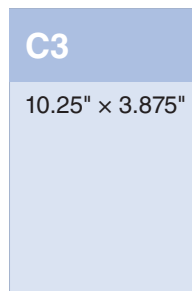
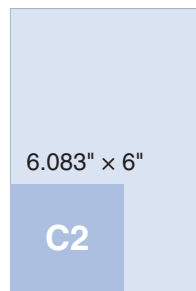
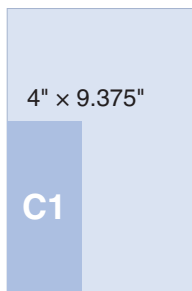
\$445



1/4 page

AD CODES:
C1, C2, C3

\$670

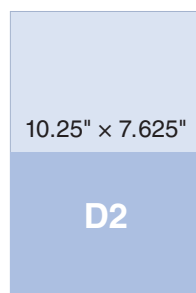
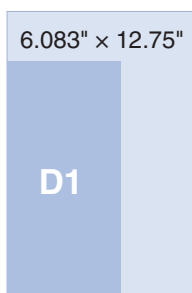


Advertisers who buy two or more ads of a 1/4 page or larger in the *ATA News* qualify for 20% off advertising in the *ATA Magazine*.*

1/2 page

AD CODES:
D1, D2

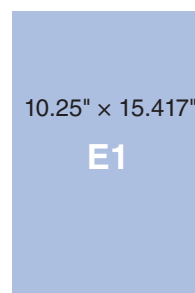
\$1,350



full page

AD CODE:
E1

\$2,715



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ARTWORK REQUIREMENTS

Ad material must be submitted as press-ready, high-resolution PDF using a CMYK colour profile. File dimensions should match purchased ad size. Do not include bleeds or crop marks. Embed all fonts and graphics. Image resolution: minimum 150 dpi, 300 dpi preferred. Small black type and thin lines should be 100% black (K) not CMYK to avoid registration issues (avoid using RGB colour profiles when creating the artwork).

PAYMENT NOTES

- Invoice sent via e-mail only (payable via cash, cheque or credit card).
- 5% GST applied to every order.
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BOOKING DEADLINES

| Issue # | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
|----------------------|--------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Advertising Deadline | Aug 19 | Sept 9 | Sept 30 | Oct 21 | Nov 10 | Nov 25 | Dec 30 | Jan 20 | Feb 10 | Mar 3 | Mar 24 | Apr 13 | Apr 28 | May 19 | Jun 2 |
| Publication Date | Aug 31 | Sept 21 | Oct 12 | Nov 2 | Nov 23 | Dec 7 | Jan 11 | Feb 1 | Feb 22 | Mar 15 | Apr 5 | Apr 26 | May 10 | May 31 | Jun 14 |

Submission Deadline: The advertisement must be submitted by 4 pm on the advertising deadline specified above.

*Discount offers cannot be combined.