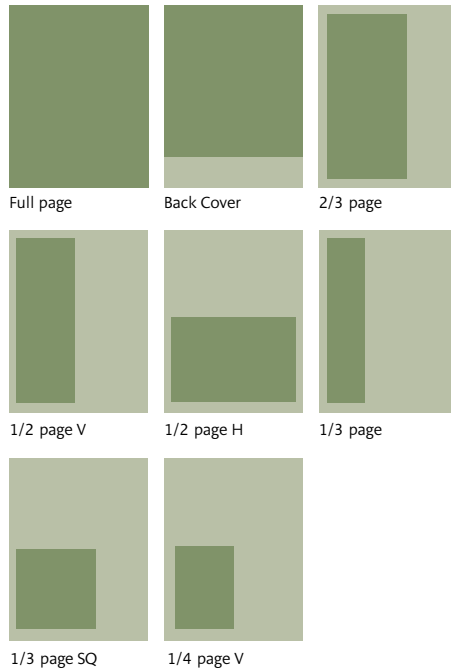


ETFO Voice is mailed directly to more than 76,000 elementary educators, and is distributed to faculty of education students across Ontario.

PRINT AD SIZES



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 abertram@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

Advertising sales: Adele Bertram;
abertram@etfo.org

PRINT ADVERTISING RATES

Effective July 1, 2015 (Full-colour, taxes not included)

| | | | |
|------------------------------|----------------------|----------------------|-----------------------|
| Back Cover | 8.375 in x 9.125 in | (+ .125" full bleed) | \$ 5,630.00 |
| Inside Front Cover | 8.375 in x 10.875 in | (+ .125" full bleed) | \$ 4,940.00 |
| Inside Back Cover. | 8.375 in x 10.875 in | (+ .125" full bleed) | \$ 4,940.00 |
| Full Page (inside) | 8.375 in x 10.875 in | (+ .125" full bleed) | \$ 4,560.00 |
| 2/3 page | 4.834 in x 9.875 in | | \$ 3,790.00 |
| 1/2 page V | 3.56 in x 9.875 in | | \$ 2,780.00 |
| 1/2 page H | 7.375 in x 4.75 in | | \$ 2,780.00 |
| 1/3 page V. | 2.2917 in x 9.875 in | | \$ 2,025.00 |
| 1/3 page SQ. | 4.834 in x 4.75 in | | \$ 2,025.00 |
| 1/4 page. | 3.56 in x 4.75 in | | \$ 1,725.00 |

CLASSIFIED ADVERTISING

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

2015-2016 PUBLISHING SCHEDULE - FOUR TIMES PER YEAR

| ISSUE | INSERTION ORDERS | ARTWORK | PUBLICATION DATE |
|-------------|------------------|-------------|------------------|
| Fall 2015 | August 27 | September 3 | October 15 |
| Winter 2015 | October 23 | October 30 | December 15 |
| Spring 2016 | January 22 | January 29 | March 15 |
| Summer 2016 | April 22 | April 29 | June 15 |

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).

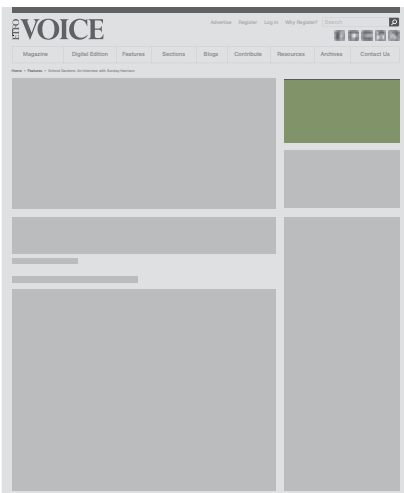
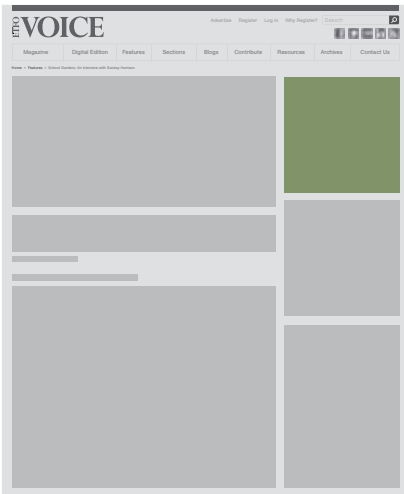
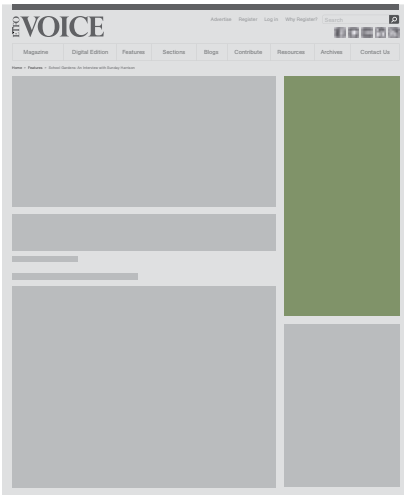
NOTES

- Please contact us regarding inserts and outserts.
- 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.

SEE REVERSE FOR ONLINE ADVERTISING RATES & DATA →

ETFO Voice reaches more than 76,000 elementary educators and is supported by push email bulletins and social media to drive traffic.

AD SIZES



ONLINE ADVERTISING RATES

Effective July 1, 2015 (taxes not included)

Tower banner: 280 pixels wide x 560 pixels high \$ 1,250.00/quarter

Big box banner: 280 pixels wide x 280 pixels high \$ 700.00/quarter

Small banner: 280 pixels wide x 140 pixels high \$ 450.00/quarter

**Note: 20% discounts apply 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

CONTACT INFO

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

Advertising sales: Adele Bertram (abertram@etfo.org)