



The Alberta
Teachers' Association

ATA Magazine | ATA News 2023/24 Advertising Rate Card

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

HERE AND THERE
ATA NEWS
May 9, 2023 | Volume 57, Number 13
News Publication of The Alberta Teachers' Association

2023 / 24
In-person teacher exchanges resume
See page 16.
ATA BUDGET
proposes no fee change.
See pages 7 to 10.

Teachers Paula Janku, Cecil Hall and Fitz Sherman, from Fort McMurray, Calgary and Forestburg, respectively, pose for a photo during the Diversity, Equity and Human Rights conference at Burnet House on April 28. This year's version of the annual event included a significant focus on identifying supports for racialized teachers and listening circles for participants to share their experiences of racialized teachers. See page 13 for additional photos.

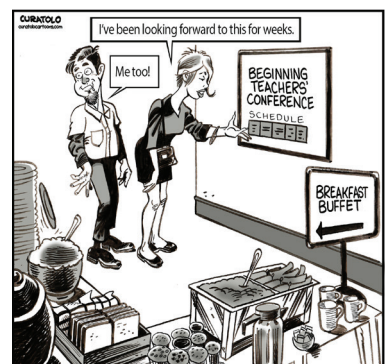
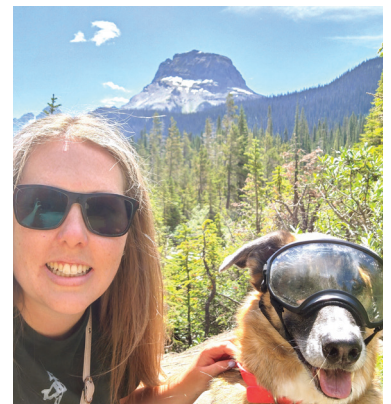
It's election time
Editorial: Now's the time to make a difference - [Page 2](#)
Viewpoints: Alberta failing to live up to its social contract - [Page 3](#)
Off Script: Election season calls for a review of recent history - [Page 4](#)
Albertans identify five key issues in education - [Page 5](#)
Teacher candidates - [Page 6](#)

Hub of concern
Charter school plan a further erosion of public education.
Read Dennis Theobald's Q&A on [page 4](#).

ARA returns to Edmonton
Planning in final stages for ATA's annual policy convention.
See story on [page 4](#).



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.

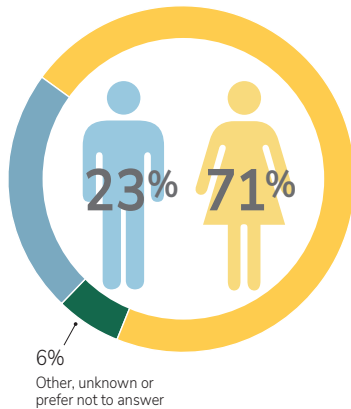


Advertising opportunities are available in both the *ATA Magazine* and the *ATA News*.



51,277
TOTAL MEMBERSHIP

Membership by gender



Notable Numbers

7,437
PARTICIPANTS



attended 171 workshops presented
by Association instructors

1,063,488



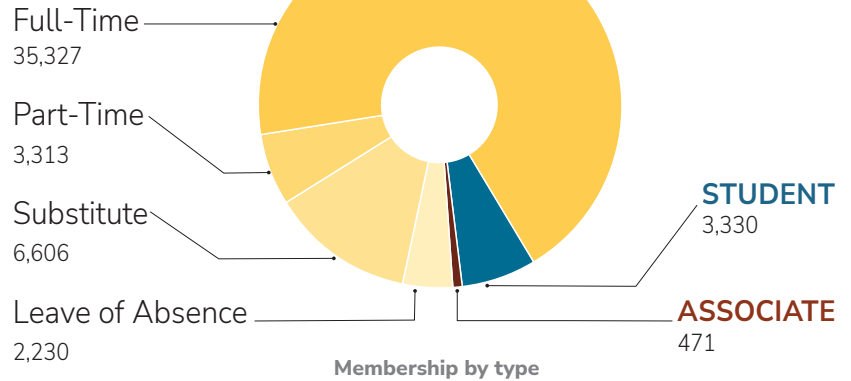
VISITS to the
Association's website



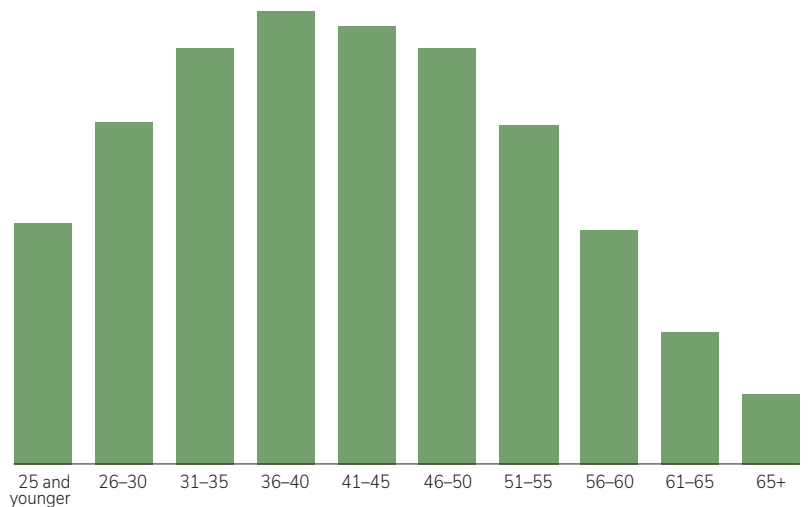
2,657

**RESEARCH AND INFORMATION
QUESTIONS** answered by ATA
library staff

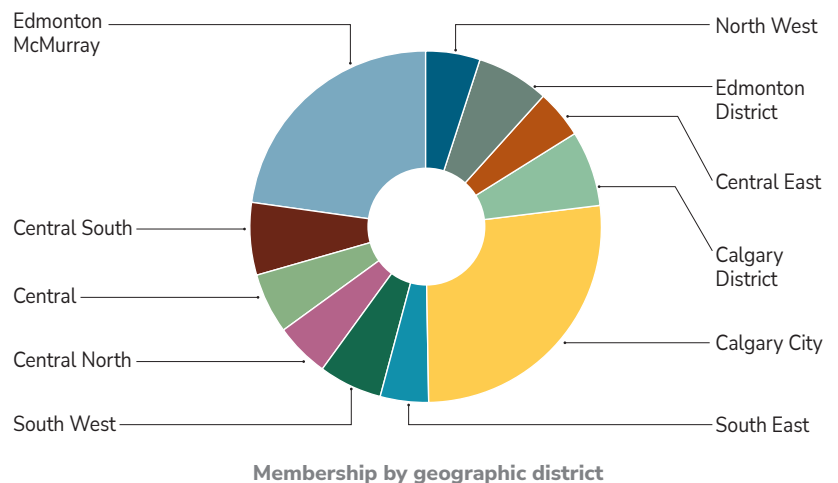
ACTIVE



Membership by type



Membership by age



Membership by geographic district

AT A GLANCE

Effective June 15, 2023

LAUNCHED

June 1920

FREQUENCY

Three times a year

DISTRIBUTION

36,500 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*.

CONTACT

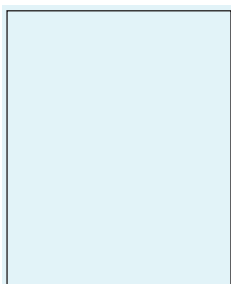
For more information about advertising with the *ATA Magazine*, please contact Joyce Byrne at Trevor Battye Advertising Sales: joyce@tbasales.ca
1-778-773-9397

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.

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"

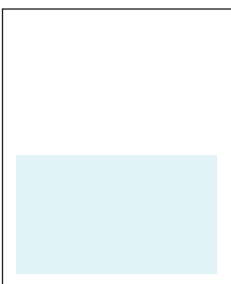
With bleed: 17.25" x 10.75"



Outside Back Cover with Bleed

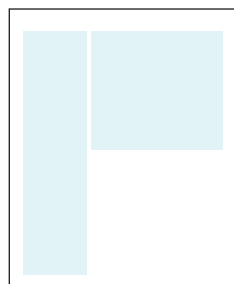
Trim size: 8.5" x 9"

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"

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.
- 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.

ADVERTISING RATES

SIZE	RATE
Double Page Spread	\$4655
Outside Back Cover	\$3695
Inside Covers	\$2820
Full Page	\$2450
1/2 Page	\$1595
1/3 Page	\$1105

BOOKING DEADLINES

	FALL 2023	WINTER 2024	SPRING 2024
DISTRIBUTION	November	February	June
BOOKING	Sept 5, 2023	Dec 11, 2023	Apr 5, 2024
ARTWORK	Sept 12, 2023	Dec 18, 2023	Apr 12, 2024

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



The Alberta Teachers' Association

AT A GLANCE

Effective June 15, 2023

LAUNCHED

February
1967

FREQUENCY

15 times a year

DISTRIBUTION

36,500 copies

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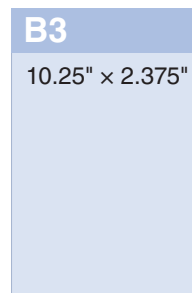
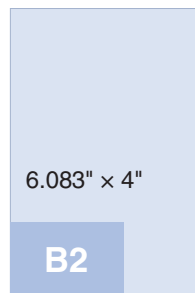
Please identify your client name and run date in the subject line.
Please compress your files.

AD SIZES

1/6 page

AD CODES:
B1, B2, B3

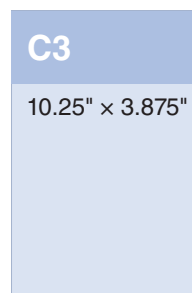
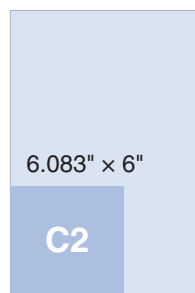
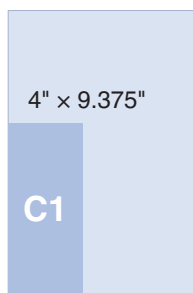
\$680



1/4 page

AD CODES:
C1, C2, C3

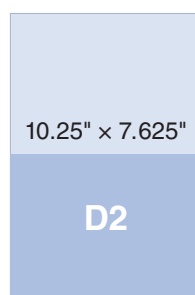
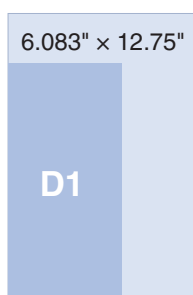
\$815



1/2 page

AD CODES:
D1, D2

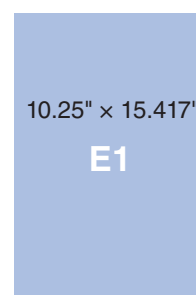
\$1,765



full page

AD CODE:
E1

\$2,715



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).

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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 17	Sept 7	Sept 28	Oct 19	Nov 9	Nov 23	Jan 4	Jan 25	Feb 8	Feb 28	Mar 21	Apr 11	Apr 25	May 16	May 30
Publication Date	Aug 29	Sept 19	Oct 10	Oct 31	Nov 21	Dec 5	Jan 16	Feb 6	Feb 20	Mar 12	Apr 2	Apr 23	May 7	May 28	Jun 11

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

*Discount offers cannot be combined.



CANCELLATION POLICY

Signing of an insertion order or providing artwork serves as an agreement to purchase the advertisement from the Alberta Teachers' Association as outlined in the insertion order, and the following cancellation policy takes effect:

- All cancellation requests must be made in writing to trevor@tbasales.ca.
- Cancellations made in writing more than 10 business days before the artwork deadline are done without penalties. Advertisers will be released from all commitments and will receive a full refund of any funds paid.
- At the discretion of the Alberta Teachers' Association (depending on ad inventory and other reasonable factors), cancellations made in writing 10 business days or less before the artwork deadline will be subject to a penalty of 50 per cent of the agreed purchase price.
- Cancellations made less than 5 business days before the artwork deadline will receive no refund.

DISCLAIMER

Clients or their assigned agencies must supply material within the requested time frame and according to the specifications requested by the Alberta Teachers' Association. The Alberta Teachers' Association reserves the right to refuse any advertising material that is not submitted within the requested time frame, is not in accordance with the specifications or does not align with the Alberta Teachers' Association's brand and/or policies.

