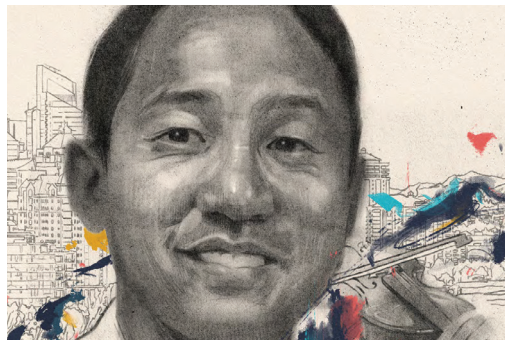




ATA MAGAZINE



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



Kirsten Palmore of Lamont High School keeps an eye on the instructor as well as her reflection during a workshop on theatrical makeup at North Central Teachers' Convention on Feb. 9. See page 14 for more convention coverage.

'Don't say gay' Our law will be worse than Florida's. Read Jonathan Teightmeyer's editorial on page 2.

Viewpoints Upcoming Islamic events an opportunity to celebrate diversity in schools. See page 3.

Off Script Government should focus on real problems. See page 5.



Ceramic queen Alberta teacher shines on CBC's The Great Canadian Pottery Throw Down. See story on page 9.



Grade 5 students, Asha Sim and Misha Himmoch check out the sun from Aspen Heights Elementary School in Red Deer.

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.



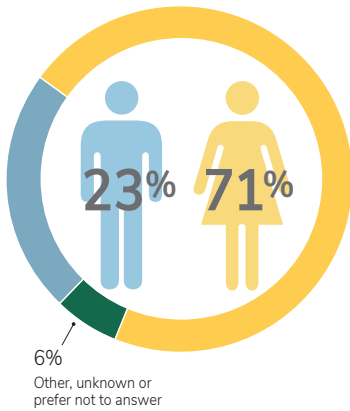
NEW ATA POLICY RESTRICTS CELLPHONES IN CLASS UNLESS THERE'S A PURPOSE FOR LEARNING. NO, WAIT, I AM LEARNING! I JUST LEARNED TAYLOR SWIFT POSTED A NEW VIDEO!

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



**53,983**  
TOTAL MEMBERSHIP

Membership by gender



### Notable Numbers

**7,157**



**PARTICIPANTS**

attended 200 workshops presented by Association instructors

**432,603**



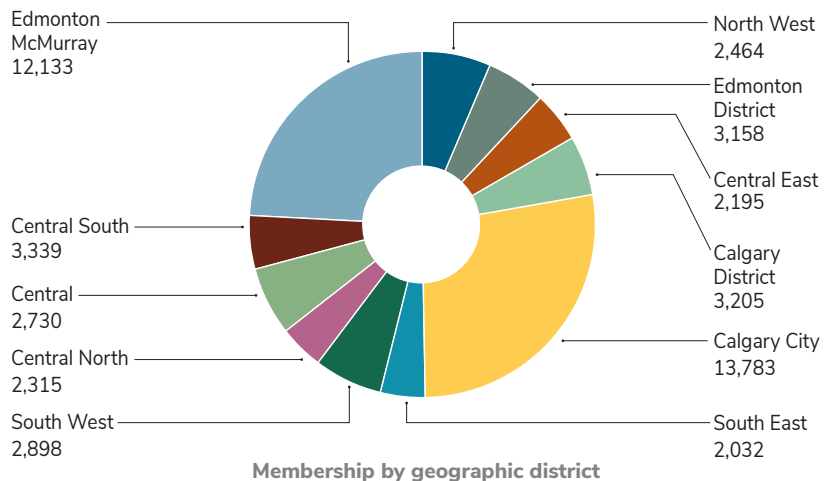
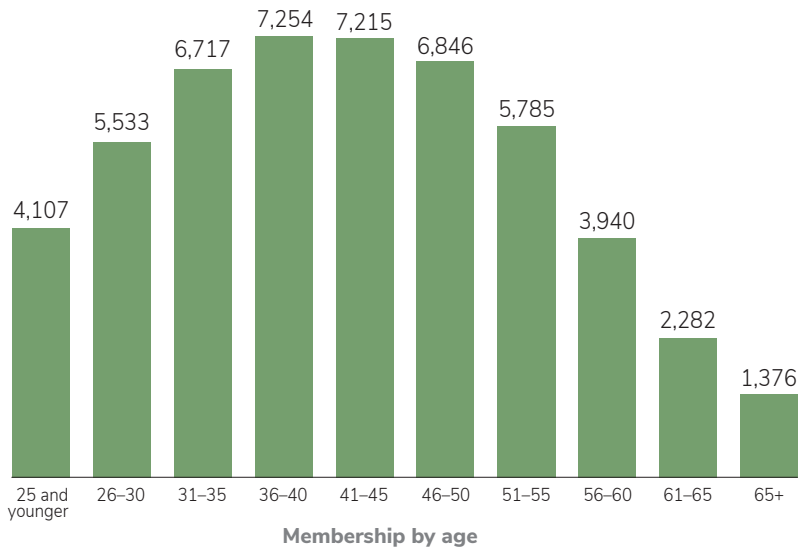
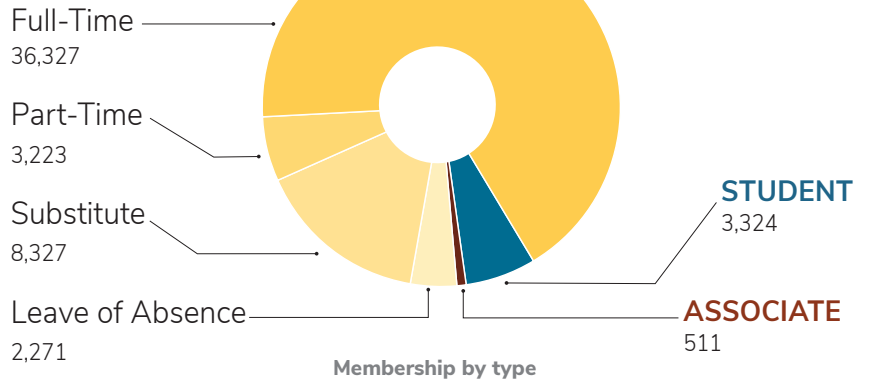
**VISITS** to the Association's website



**4,122**

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

### ACTIVE



## AT A GLANCE

Effective June 15, 2024

### LAUNCHED

June 1920

### FREQUENCY

Three times a year

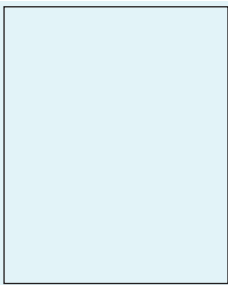
### DISTRIBUTION

34,500 copies

### CIRCULATION

Print copies are distributed to Alberta teachers, school administrators, trustees, education students, government employees and retired teachers, as well as libraries and educational institutions around the world. Digital content is published online at [teachers.ab.ca](http://teachers.ab.ca) and via e-newsletter.

## AD SIZES



### Full Page with Bleed

Trim size: 8.5" x 10.5"

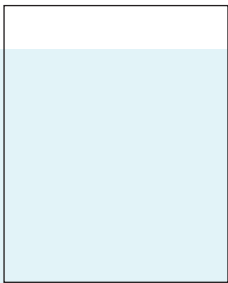
With bleed: 8.75" x 10.75"



### Double Page Spread with Bleed

Trim size: 17" x 10.5"

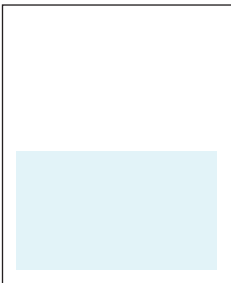
With bleed: 17.25" x 10.75"



### Outside Back Cover with Bleed

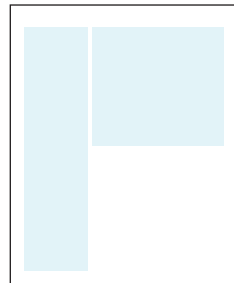
Trim size: 8.5" x 9"

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"

## 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 2024	WINTER 2025	SPRING 2025
<b>DISTRIBUTION</b>	November	February	June
<b>BOOKING</b>	Sept 5, 2024	Dec 11, 2024	Apr 3, 2025
<b>ARTWORK</b>	Sept 12, 2024	Dec 18, 2024	Apr 10, 2025

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

## CONTACT

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

## AD SUBMISSIONS

Send advertisements to **Kyra Droog**

**Project Manager**

[artwork@tbasales.ca](mailto: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.
- 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.

## AT A GLANCE

Effective January 1, 2025

### LAUNCHED

February 1967

### FREQUENCY

15 times a year

### DISTRIBUTION

34,500 copies

### CIRCULATION

Print copies are distributed to Alberta teachers, school administrators, trustees, education students, government employees and retired teachers, as well as libraries and educational institutions around the world. Digital content is also published online at teachers.ab.ca and via e-newsletter.

### CONTACT

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

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**Kyra Droog**  
Project Manager  
[artwork@tbasales.ca](mailto: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 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. Black type, lines, graphics, QR codes, etc. should be created as 100% black (K) not CMYK black, to avoid registration issues. Do not use a RGB colour profile when creating ad artwork.

### 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

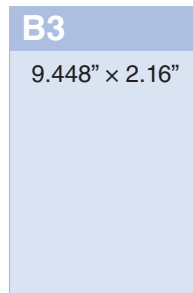
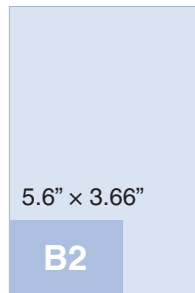
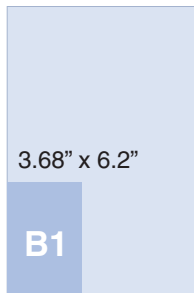
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## AD SIZES

### 1/6 page

AD CODES:  
B1, B2, B3

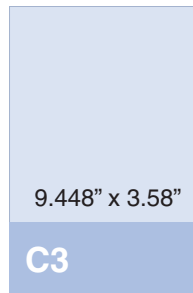
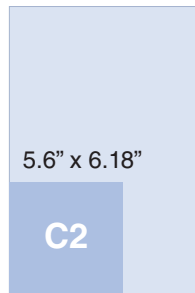
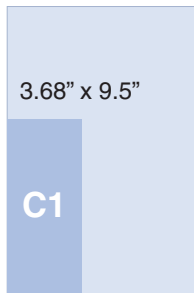
\$680



### 1/4 page

AD CODES:  
C1, C2, C3

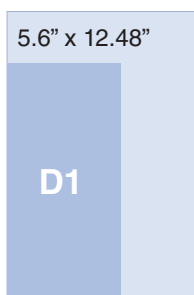
\$815



### 1/2 page

AD CODES:  
D1, D2

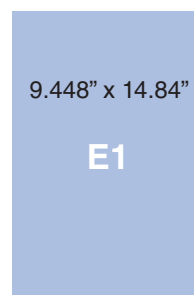
\$1,765



### full page

AD CODE:  
E1

\$2,715



## BOOKING DEADLINES

Issue #	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Advertising Deadline	Aug 15	Sept 5	Sept 26	Oct 17	Nov 7	Nov 28	Jan 2	Jan 23	Feb 6	Feb 27	Mar 13	Apr 3	Apr 24	May 15	May 29
Publication Date	Aug 27	Sept 17	Oct 8	Oct 29	Nov 19	Dec 10	Jan 14	Feb 4	Feb 18	Mar 11	Mar 25	Apr 15	May 6	May 27	Jun 10

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

\*Discount offers cannot be combined.





## IMPORTANT DATES

First day of school	Aug 29 - Sept 3 (varies by school division)
National Day for Truth and Reconciliation	Sept 30
World Teachers' Day	Oct 5
Winter break	Dec 20 - Jan 3 (varies by school division)
Teachers' conventions	10 separate teachers' conventions take place in various locations throughout February and early March
Substitute Teachers' Appreciation Week	March 10-14
Spring break	March 24-28 (varies by school division)
Last day of school	June 25/26 (varies by school division)

## TESTIMONIAL

The ATA provides a great platform for us to promote our school brand and advertise for teaching vacancies. We have been advertising with the ATA for over four years and it is our only continuous form of advertising in Canada, as it reaches exactly the people we need and really helps us build a positive brand within the community. It has been a pleasure to work with ATA team members, who have been so supportive and helpful.

- Christian Alliance International School, Hong Kong

## 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](mailto: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.

**ARA 2024**

- Editorial: Successful ARA showcases member resolve | [Page 2](#)
- Be a voice for public education, award recipient urges | [Page 4](#)
- Elder receives Public Education Award | [Page 4](#)
- Diversity and funding: The focus of ARA 2024 | [Page 5](#)
- ATA president chastises government for underfunding | [Page 5](#)
- Executive secretary reaffirms ATA's core values | [Page 6](#)
- Diversity initiatives in the works as budget passes | [Page 6](#)
- Off Script: We are strong when we stand together | [Page 7](#)
- Courtesy motions a long-standing ARA tradition | [Page 16](#)

**Bargaining 2024**  
Initial proposals exchanged in central table bargaining  
[See story on page 7.](#)

**Funding cuts**  
Some boards will see their funding shrink next year.  
[See story on page 7.](#)