



The Alberta  
Teachers' Association

# ATA Magazine | ATA News 2025/26 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.



The ATA Magazine is the recipient of several Alberta Magazine Publishers Association awards.

## ATA NEWS

Spring has sprung! Teachers share how to make the most of the warming weather. See Tale End, page 16.

# ATA NEWS

March 25, 2025 | Volume 59, Number 11 | News Publication of The Alberta Teachers' Association

**NEW AD CAMPAIGN LAUNCHED** See page 7.

Stay tuned for more information

We are ATA.

## BARGAINING

Central Table 2024

Members are encouraged to keep informed on central table bargaining. See story on [page 5](#).

**Elected**  
ATA 2025  
PEC  
election

**The results are in!**  
See who will be representing you on PEC.  
See [page 4](#).

Jason Schilling

Greg Carabine

Allison McCaffrey

**Talking politics**  
How to navigate political differences at work.  
See [page 2](#).

**Strikes come to an end**  
Education support worker settlements reached.  
See [page 5](#).

**Public education = public good**  
Digging into the privatization playbook.

**Taking leave**  
What you need to know about leaves.  
See Q&A [page 2](#).



**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.



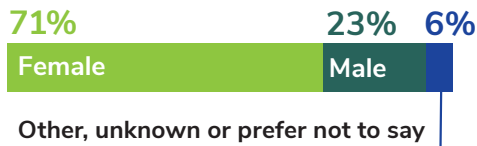
Advertising opportunities are available in both the *ATA Magazine* and the *ATA News*.



**55,008**

TOTAL MEMBERSHIP

### Membership by gender



### Notable Numbers

**25,600**

#### MEMBERS

attended 710 workshops and presentations by PD staff and the ATA instructor corps



**1,550**

**STUDENTS** at universities around the province attended preservice sessions



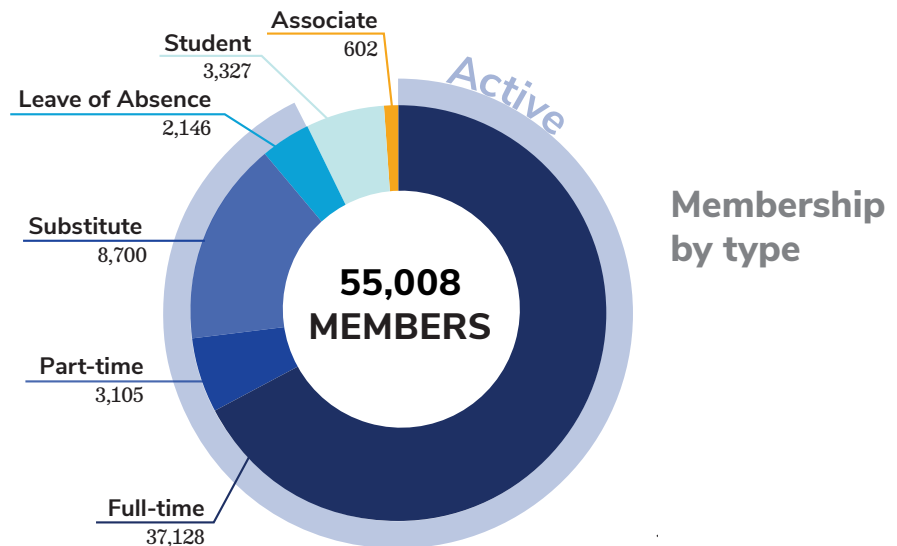
**926**

**ACQUISITIONS** and artifacts added to the ATA Archives

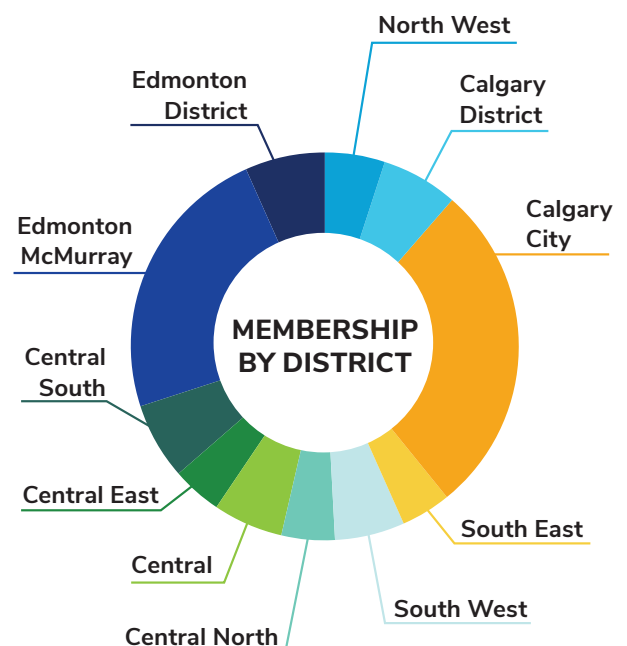


**4,578**

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



### Membership by geographic district



## AT A GLANCE

Effective May 1, 2025

### LAUNCHED

June 1920

### FREQUENCY

Three times a year

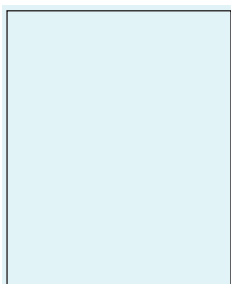
### DISTRIBUTION

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"

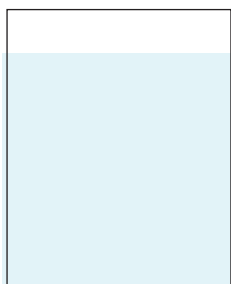
With bleed: 8.75" x 10.75"



### Double Page Spread with Bleed

Trim size: 17" x 10.5"

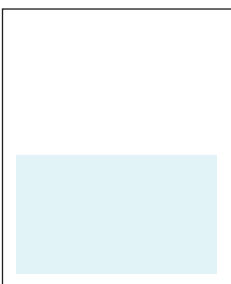
With bleed: 17.25" x 10.75"



### Outside Back Cover with Bleed

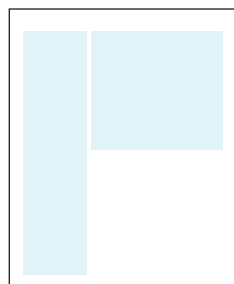
Trim size: 8.5" x 9"

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"

## 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)  
416-886-8114

## 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.



The Alberta Teachers' Association

## 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 2025	WINTER 2026	SPRING 2026
<b>DISTRIBUTION</b>	November	February	June
<b>BOOKING</b>	Sept 5, 2025	Dec 11, 2025	Apr 2, 2026
<b>ARTWORK</b>	Sept 12, 2025	Dec 18, 2025	Apr 9, 2026

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

## AT A GLANCE

Effective May 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](http://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

## AD SUBMISSIONS

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**Kyra Droog**  
Project Manager  
[artwork@tbasales.ca](mailto:artwork@tbasales.ca)

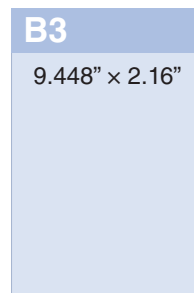
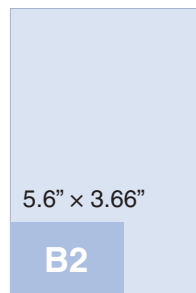
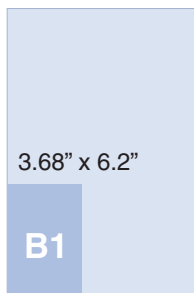
Please identify your client name and run date in the subject line.  
Please compress your files.

## AD SIZES

### 1/6 page

AD CODES:  
B1, B2, B3

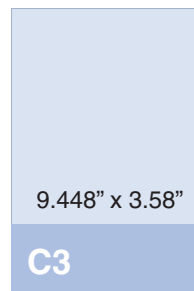
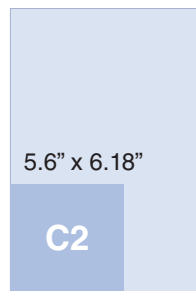
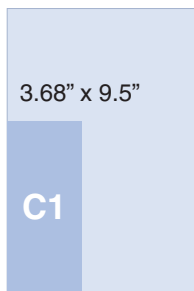
\$680



### 1/4 page

AD CODES:  
C1, C2, C3

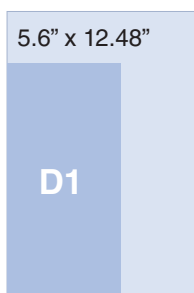
\$815



### 1/2 page

AD CODES:  
D1, D2

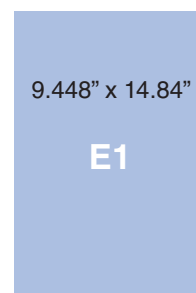
\$1,765



### 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. 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).

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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 21	Sept 11	Oct 2	Oct 16	Nov 6	Nov 27	Jan 5	Jan 22	Feb 5	Feb 26	Mar 19	Apr 9	Apr 23	May 14	May 28
Publication Date	Sept 2	Sept 23	Oct 14	Oct 28	Nov 18	Dec 9	Jan 13	Feb 3	Feb 17	Mar 10	Mar 31	Apr 21	May 5	May 26	Jun 9

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

\*Discount offers cannot be combined.





The Alberta  
Teachers' Association

# ATA Magazine | ATA News 2025/26 Advertising Rate Card



## IMPORTANT DATES

First day of school	Sept 2 (varies by school division)
National Day for Truth and Reconciliation	Sept 30
World Teachers' Day	Oct 5
Winter break	Dec 22 - Jan 2 (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	Late March, early April (varies by school division)
Last day of school	Week of June 23 - 27 (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.
- New advertisers are required to pay a 50 per cent deposit.

## 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.



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