



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

JUNE: Recognizing National Indigenous History Month and Pride Month
See [Title End, page 16](#)

ATA NEWS
May 26, 2026 | Volume 60, Number 14 | News Publication of The Alberta Teachers' Association

ARA 2026
Highlighted resolutions
See [page 9](#)

Democracy was in action as delegates debated and voted on resolutions at the 109th Annual Representative Assembly, held May 16-18 in Calgary.

ARA 2026

- ATA president delivers powerful speech calling for renewed unity – [Page 4](#)
- Executive secretary speaks on ATAs ability to endure in final ARA address – [Page 4](#)
- Honorary membership recipient calls for continued commitment to reconciliation – [Page 6](#)
- Public education advocates honoured at 2026 Assembly – [Page 6](#)
- Budget passes, sets direction for next year – [Page 7](#)
- Delegates unite at 109th ARA following historic year – [Page 7](#)

The next chapter
 Robert Mazzotta named as incoming executive secretary
[See page 5](#)

Upbeat! mindset
 Shifting from "have to" to "get to"
[See page 13](#)

What we don't always see
 The other side of classroom management
[See Viewpoints, page 3](#)

Publication Fall 2026 # 051047



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.

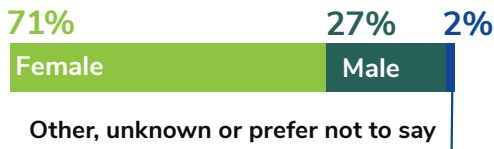


Advertising opportunities are available in both the *ATA Magazine* and the *ATA News*.



50,081
ACTIVE MEMBERS

Membership by gender



Notable Numbers

20,210
MEMBERS

attended 560 workshops and presentations by PD staff and the ATA instructor corps

271

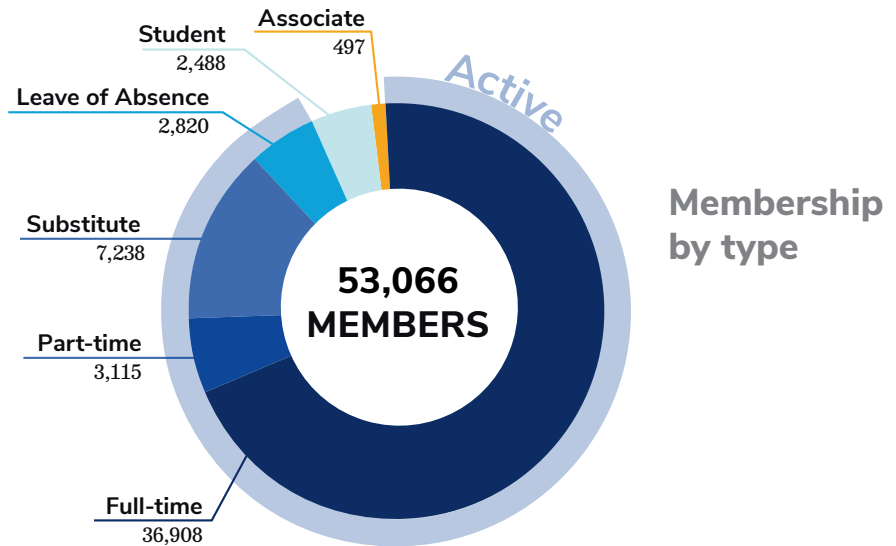
DELEGATES attended the 2025 Summer Conference in Banff

705

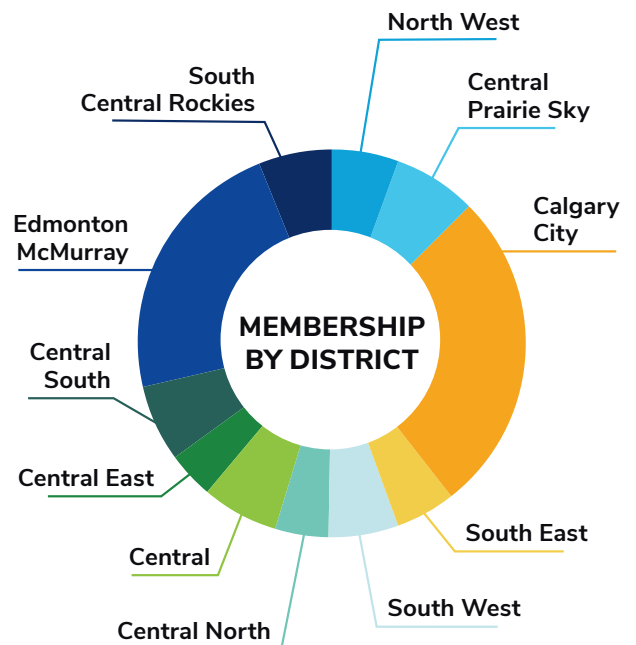
ACQUISITIONS and artifacts added to the ATA Archives

3,423

RESEARCH AND INFORMATION QUESTIONS answered by ATA library staff



Membership by geographic district



AT A GLANCE

Effective June 15, 2026

LAUNCHED

June 1920

FREQUENCY

Two times a year

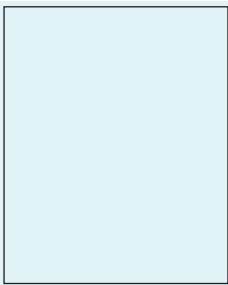
DISTRIBUTION

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 and via e-newsletter.

AD SIZES



Full Page with Bleed

Trim size: 8.5" x 10.5"

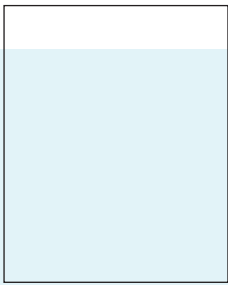
With bleed: 8.75" x 10.75"



Double Page Spread with Bleed

Trim size: 17" x 10.5"

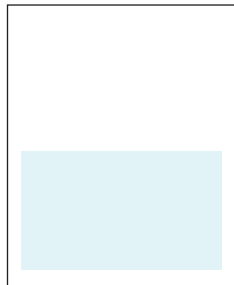
With bleed: 17.25" x 10.75"



Outside Back Cover with Bleed

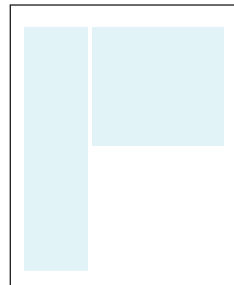
Trim size: 8.5" x 9"

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 2026	SPRING 2027
DISTRIBUTION	October	April
BOOKING	June 23, 2026	Feb 18, 2027
ARTWORK	June 30, 2026	Feb 25, 2027

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

CONTACT

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

AD SUBMISSIONS

Send advertisements to Kyra Droog Project Manager 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 Batty 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 June 15, 2026

LAUNCHED

February 1967

FREQUENCY

12 times a year

DISTRIBUTION

15,000 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

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Sales: trevor@tbsales.ca
1-778-773-9397

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Project Manager
artwork@tbsales.ca

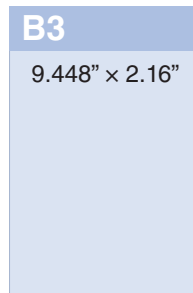
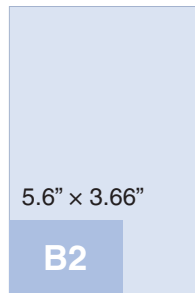
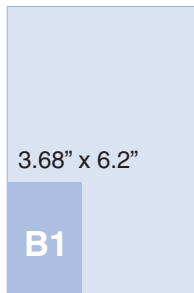
Please identify your client name and run date in the subject line. Please compress your files.

AD SIZES

1/6 page

AD CODES:
B1, B2, B3

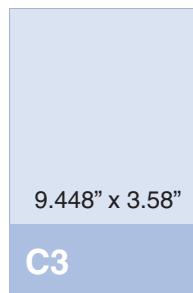
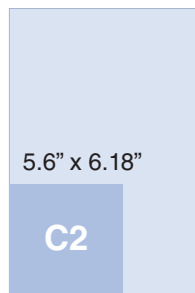
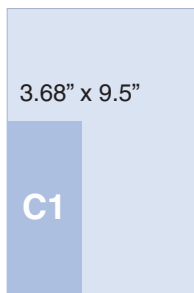
\$340



1/4 page

AD CODES:
C1, C2, C3

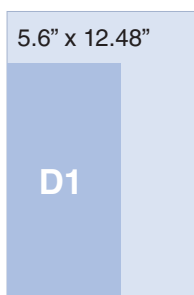
\$410



1/2 page

AD CODES:
D1, D2

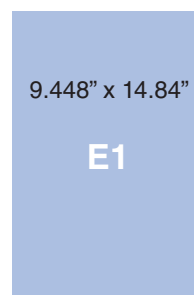
\$885



full page

AD CODE:
E1

\$1,360



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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BOOKING DEADLINES

Issue #	1	2	3	4	5	6	7	8	9	10	11	12
Advertising Deadline	Aug 27	Sept 17	Oct 8	Oct 29	Nov 19	Dec 17	Jan 21	Feb 11	Mar 4	Apr 1	Apr 22	May 20
Publication Date	Sept 8	Sept 29	Oct 20	Nov 10	Dec 1	Jan 12	Feb 2	Feb 23	Mar 16	Apr 13	May 4	June 1

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	Sept 1 (varies by school division)
National Day for Truth and Reconciliation	Sept 30
World Teachers' Day	Oct 5
Winter break	Dec 21 - Jan 1 (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 8 - 12
Spring break	Late March, early April (varies by school division)
Last day of school	Last week of June (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.
- 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.

