

education- forum.ca

RATE CARD ONLINE ADVERTISING

Education-Forum.ca is more than just an online version of our print magazine. With guest editorials and regular columnists, the site is much more content rich and articles are published on a regular basis. With regular and staggered online posts, we reach out to our readers through both Facebook and Twitter as well as by email to our online subscribers every time a new article appears. This means our targeted readers receive constant and repeated exposure to our online ads. As with its print counterpart, Education-Forum.ca strives to be the premier progressive voice of public education in Canada.

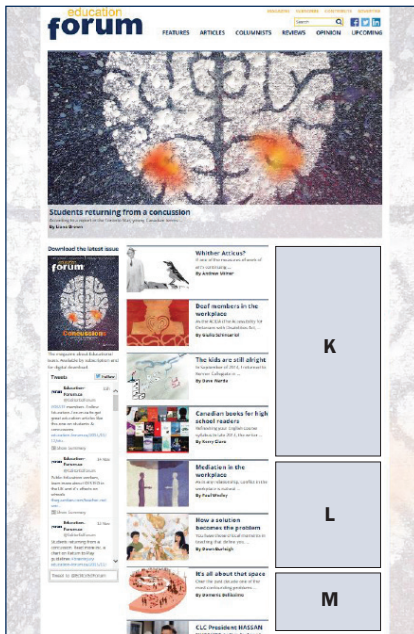
ONLINE ADVERTISING RATES & REQUIREMENTS

Effective July 2015

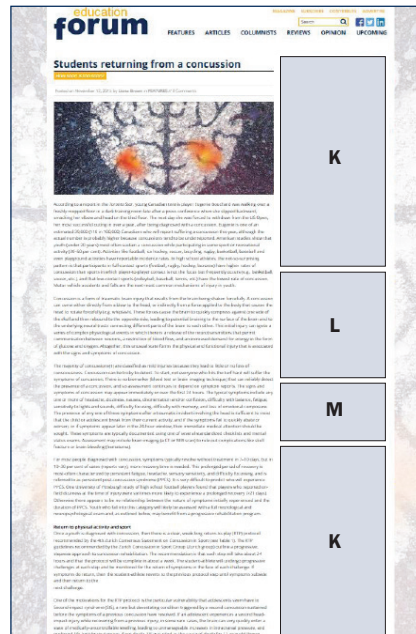
Ad Size		4 months	8 months	12 months
K Vertical banner	300 px x 600 px	1X \$ 1,250	2X \$ 1,177	3X \$ 1,153
L Square banner	300 px x 300 px	700	630	607
M Rectangle banner	300 px x 150 px	450	378	353

The below images show the different sizes and how the advertisements will look on the website. Ads will reposition upon refresh and by linking to other pages. A maximum of nine ads will be accepted for each block of time.

HOME PAGE



INNER PAGE



If booking more than one block of time, different ad for each block is available.

DIGITAL DATA SUBMISSION

- Maximum file size** 100 KB.
- File type** GIF, JPG or PNG (please provide URL/link).
- Fonts** outlined and images embedded.
- Proof copy** generated from final digital file required.
- Transfer Media:** USB stick, Email, FTP

Payments:

An invoice will be sent at the end of each block.

Block of time	Insertion order	Material deadline	Online date
Block 1 Sept.-Dec.	Aug. 1	Aug. 15	Sept. 1
Block 2 Jan.-Apr.	Dec. 1	Dec. 15	*Week of Jan. 9
Block 3 May-Aug.	Apr. 1	Apr. 15	May 2

*OSSTF/FEESO Provincial Office will be closed from Dec. 26, 2016 to Jan. 9, 2017.



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