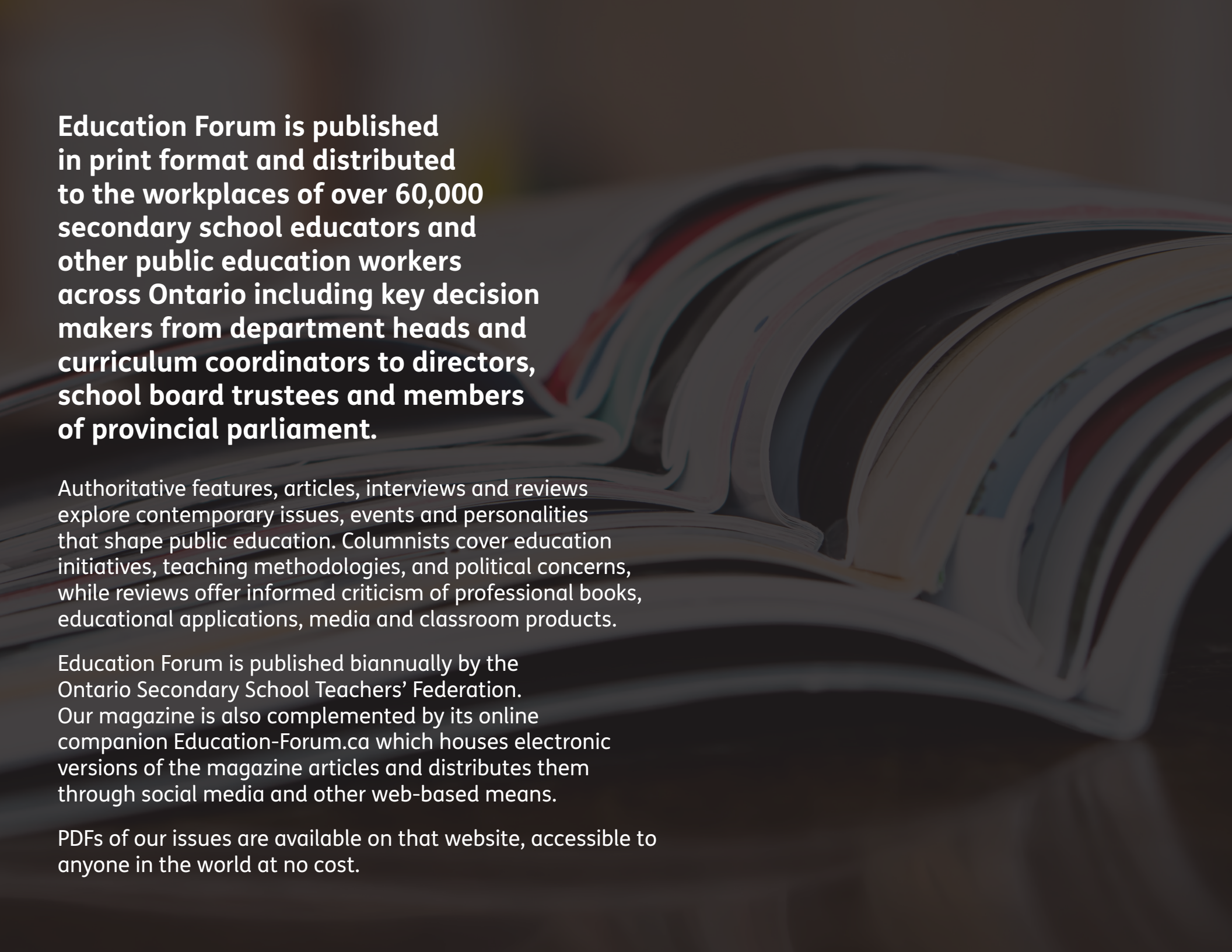


Media Kit

education
forum



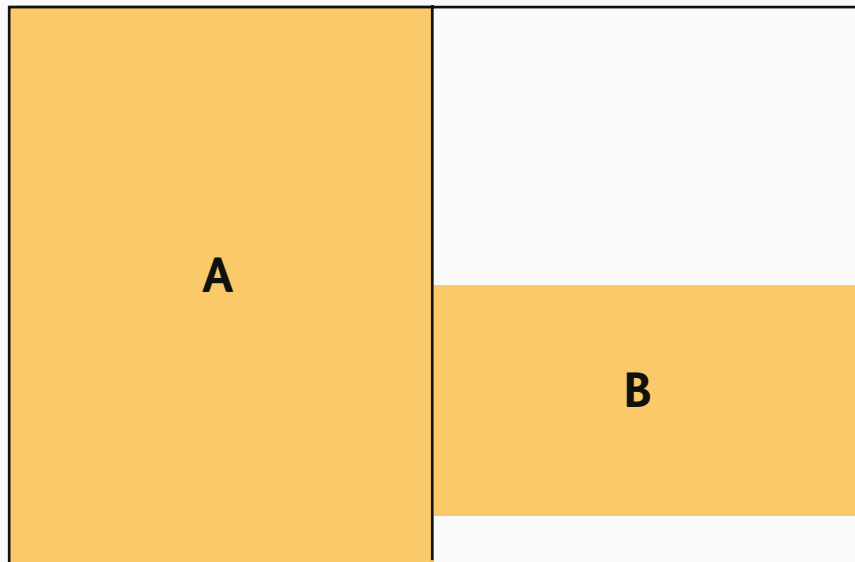
Education Forum is published in print format and distributed to the workplaces of over 60,000 secondary school educators and other public education workers across Ontario including key decision makers from department heads and curriculum coordinators to directors, school board trustees and members of provincial parliament.

Authoritative features, articles, interviews and reviews explore contemporary issues, events and personalities that shape public education. Columnists cover education initiatives, teaching methodologies, and political concerns, while reviews offer informed criticism of professional books, educational applications, media and classroom products.

Education Forum is published biannually by the Ontario Secondary School Teachers' Federation. Our magazine is also complemented by its online companion Education-Forum.ca which houses electronic versions of the magazine articles and distributes them through social media and other web-based means.

PDFs of our issues are available on that website, accessible to anyone in the world at no cost.

Print Advertising



Full Colour

A Full-page — 7.5" x 10"	\$1,800
B Half-page — 7.5" x 4.5"	\$1,500

Inside Covers

Inside Front or Inside Back	\$2,050
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10% non-profit organization discount

No agency discounts

Cancellation fee after material deadline is 15%

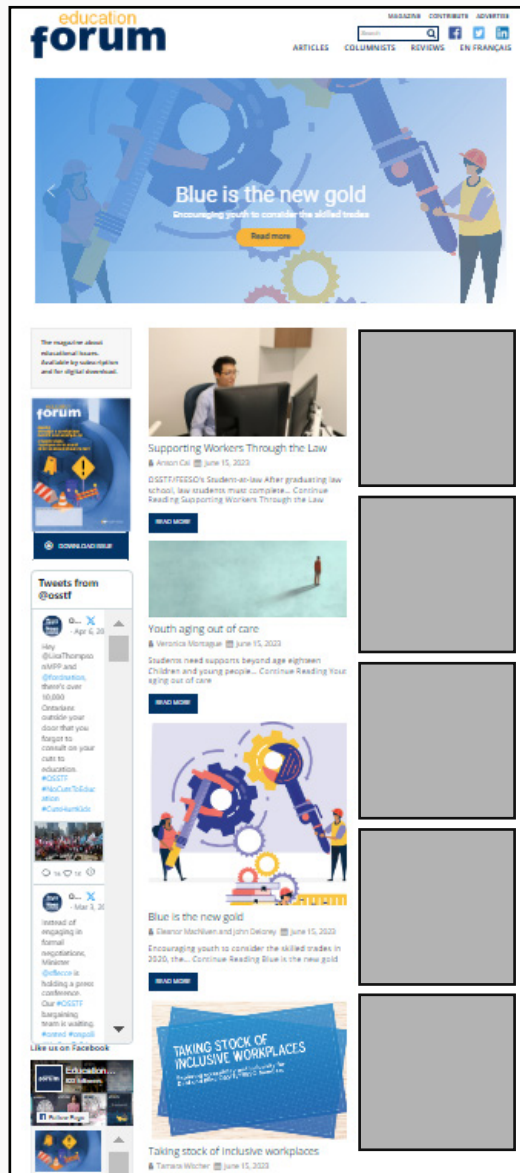
Contact advertising@education-forum.ca to find out the next issue's print insertion order date and material deadline.

A person wearing a suit and tie is shown from the chest up, holding a tablet computer with both hands. The person is looking down at the tablet. The background is a blurred office setting. The overall image has a dark, muted color palette.

Education-Forum.ca is more than just an online version of our print magazine.

With guest editorials and regular columnists, our website serves as our online platform to deliver even more content. Our website also provides our audience with an accessible format to engage with our magazine's content. Articles and posts are published on a regular basis, and we reach out to our readers through social media and email to let them know when a new article is posted. As with its print counterpart, Education-Forum.ca strives to be the premier progressive voice of public education in Canada.

Online Advertising



	Ad Size	Block 1	Block 2
Square banner	300 px x 300 px	November–April \$630	May–October \$630

Square banners are placed on all website pages in the right sidebar panel, and their position is randomly cycled.

A maximum of 5 online banners can be accommodated on our site, and they are booked on a “first come, first serve” basis.

Online advertisements are first made available to advertisers who also purchase a print advertisement.

One square banner is included in the purchase of a half-page advertisement.

Two square banners are included in the purchase of a full-page advertisement.

Digital File Submission

Maximum file size: 100 KB.

File type: PNG or GIF (please provide URL/link).

Fonts outlined and images embedded.

Proof copy generated from final digital file required.

Transfer Media: Email.

Contact advertising@education-forum.ca to find out the next issue’s online insertion order date and material deadline.

Material Submission Guidelines

Print Submission

Unit	Bleed Trimmed (W x H)	Bleed
Full-page	7.5" x 10"	7.75" x 10.25"
Half-Page	7.5" x 4.5"	7.75" x 4.75"

Digital File Submission

- High resolution PDF files (min. 300 dpi) prepared for offset printing showing registration and crop marks.
- Tiff and EPS files are also accepted.
- Colour mode 4-colour CMYK.
- Fonts outlined and images embedded.
- Proof copy generated from final digital file required.
- Communications Protocols: Email, FTP.

If no request is made, material will be destroyed after six months.

- The publisher will not be held responsible for reproduction resulting from materials supplied not in accordance with the industry's recommended standards specifications.
- The publisher will not be held responsible for reproduction resulting from materials received after the material deadline.
- The publisher reserves the right to charge back costs for delays or extra production work required on material supplied for conversion.

General Conditions

1. The publisher is not bound by any conditions, printed or otherwise, on contract, insertion order, or copy instructions when such conditions conflict with the terms of this media kit.
2. All advertising is subject to the approval of the publisher.
3. The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the type set by the advertiser.
4. All advertising is published on the understanding that the advertiser and the advertising agency assume full and complete responsibility and

liability for all advertising submitted, printed, or published and indemnify the publisher with respect to same.

5. The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fire, natural disasters, or any other circumstances not within the direct control of the publisher.
6. Contract for special positions and inside covers are non-cancellable.
7. Verbal agreements are not recognized by the publisher.
8. The publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken responsible steps to see that the publication will be distributed.

Publisher:

Education Forum is published biannually by the Ontario Secondary School Teachers' Federation.

Editor:

Tracey Germa
managingeditor@education-forum.ca

Advertising Inquiries:

advertising@education-forum.ca

Education Forum
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FALL | SPRING

Contact us to find out the next issue's print insertion order date and material deadline.



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