

EDUCATION

FORUM

Volumes 38 & 39

Education Forum reaches more than 52,000 secondary school educators and educational workers in Ontario including the key decision makers from department heads, and curriculum coordinators to directors and board of education trustees. Authoritative feature articles and interviews explore the contemporary issues, events, trends and personalities that shape education. Columnists cover Ministry of Education initiatives, teaching methodology and new developments in educational research while reviews offer informed criticism of professional books, educational software, media and classroom products. **Education Forum** is published tri-annually by the Ontario Secondary School Teachers' Federation.

ADVERTISING RATES

Black & White		1X	2X	3X
A	1 page	\$ 1,895	\$ 1,705	\$ 1,610
B	2/3 Vertical	1,395	1,255	1,185
C	1/2 Island	1,145	1,035	975
D	1/2 Horizontal	1,095	985	930
E	1/3 Square	745	675	635
F	1/3 Vertical	695	625	590
G	1/6 Horizontal or Vertical	445	400	380
H	1/12 Square	245	220	210
I	Double-Page Spread	2,995	2,695	2,545
J	Half-Page Spread	2,145	1,930	1,825

Cancellation fee after deadline - 15%

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Black and 1 process colour, extra	\$ 425
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CMYK process colour required	

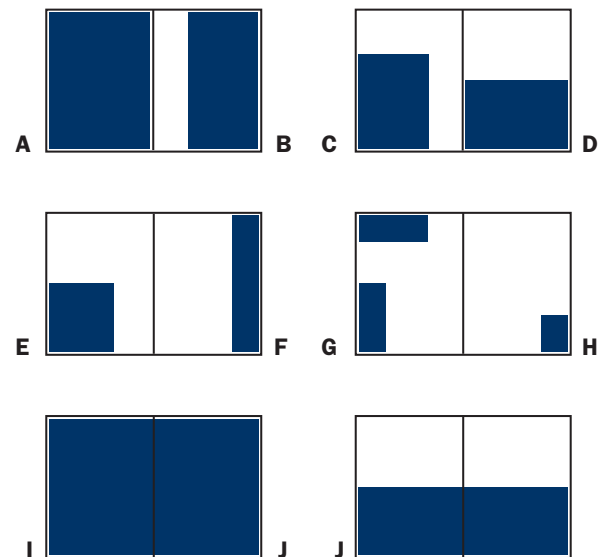
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No extra charge

Position charges

Preferred positions
Minimum size 1/3 page, extra 15%

No agency discounts



Publisher:

Education Forum is published tri-annually by the Ontario Secondary School Teachers' Federation.

Advertising Inquiries:

Advertising Co-ordinator **Audrey Bourque**
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Editor **Wendy Anes Hirschegger**

Managing Editor **Ronda Allan**

Creative Director **Dean Mitchell**
Fresh Art & Design

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MATERIAL SUBMISSIONS

Unit	Bleed Trimmed (W x H)	Bleed	Non Bleed
1 page	8 1/2 x 10 7/8	8 7/8 x 11 5/8	6 15/16 x 9 7/16
2/3 Vertical	5 3/16 x 10 7/8	5 15/16 x 8 3/16	4 7/16 x 9 7/16
1/2 Island	5 3/16 x 7 7/16	5 15/16 x 8 3/16	4 7/16 x 6 3/4
1/2 Horizontal	8 18 x 5 5/16	8 7/8 x 6 1/16	6 3/4 x 4 5/8
1/3 Square	5 1/8 x 5 1/2	5 7/8 x 6 1/4	4 7/16 x 4 7/16
1/3 Vertical	2 13/16 x 10 7/8	3 9/16 x 11 5/8	2 1/8 x 9 7/16
1/6 Horizontal	N/A	N/A	4 7/16 x 2 1/2
1/6 Vertical	N/A	N/A	2 1/2 x 4 7/16
1/12 Square	N/A	N/A	2 1/4 x 2 3/8
Double-Page Spread	16 1/4 x 10 7/8	17 x 11 3/8	14 7/8 x 9 7/16
Half-Page Spread	16 1/4 x 5 5/16	17 x 6 1/16	14 7/8 x 4 5/8

Please all 3/8" safety for live matter from all bleed sides. For spreads allow 1/3" safety on each side from gutter.

DIGITAL DATA

High resolution PDF files (min. 250 dpi) prepared for offset printing showing registration & crop marks.

Colour mode 4-colour CMYK, B&W, Black and process colour(s).

Fonts and images embedded.

Proof copy generated from final digital file required

Platform(s): MAC

Electronic File Formats Accepted: Tiff, PDF, EPS

Transfer Media: CD/DVD

Communications Protocols: Email, FTP

If no request is made, material will be destroyed after 6 months.

Issue	Insertion order	Material deadline	Mailing date
Winter 2012	Jan. 06	Jan. 27	Feb. 24
Spring 2012	Apr. 13	Apr. 27	May. 25
Fall 2012	Sept. 07	Sept. 21	Oct. 19
Winter 2013	Jan. 11	Jan. 25	Feb. 22
Spring 2013	Apr. 12	Apr. 26	May 24
Fall 2013	Sept. 06	Sept. 27	Oct. 18

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

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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.

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