

T H E bulletin

Newfoundland and Labrador Teachers' Association Advertising Rates and Data September 2011- June 2012

Mechanical Requirements

Unit	<i>Inches</i>		<i>Picas</i>		<i>Cost</i>
	Wide	Deep	Wide	Deep	
1/2 page (ver.)	4 7/16	9 9/16	26p10	57p6	\$300.00
1/4 page	4 7/16	4 10/16	26p10	28p3	\$150.00

PLEASE NOTE: All advertisements are printed in black and white only.

Booking/Copy Deadlines

<i>Issue Date</i>	<i>Booking Deadline</i>	<i>Copy Deadline</i>
September/October	September 6	September 12
November	October 3	October 10
December	November 1	November 8
January/February	January 2	January 9
March	February 1	February 8
April	March 1	March 8
May/June	May 1	May 8

Electronic File Requirements

- Portable document files (.pdf). Many applications allow you to “save as” a file and select .pdf as one of your choices. Check your help file for particular details in doing this. (FYI: We are currently using Adobe Acrobat 9.0)
- Encapsulated postscript files (.eps)
- Tagged information file format (.tiff)
- Adobe InDesign (.indd) version 7.0
- Native Adobe Illustrator (.ai) files
- Native Adobe Photoshop files (.psd)
- CorelDraw files (.cdr) – sometimes these may have to be saved as .ai files for us to open in Adobe Illustrator. When saving native files for export it is probably best to send a file with text converted to outlines.

(continued)

Electronic File Requirements (cont'd.)

Electronic graphics/photographs should be saved as 300 dpi/ppi resolution. This ensures the highest possible quality for printing. **Please note:** a 72 dpi/ppi original “saved as” a 300 dpi/ppi document is not the same quality as an original 300 dpi/ppi document. You cannot add quality to a low resolution original.

If supplied files are created with improper dimensions we will contact the artwork provider for new files. If this cannot be provided or our deadline does not allow it, we may have to take the provided artwork and reconfigure it to fit the appropriate ad size. We will do our best to ensure that the ad, based on the supplied artwork, maintains the look and style of the original, bearing in mind that the advertiser supplies artwork in the required format and size.

Text may be submitted as Microsoft Word files, Corel WordPerfect files, rich text file (.rtf), or send raw text as an e-mail, providing that a faxed copy indicates how the text should appear (i.e., bold, italics, etc.).

General

- All advertising copy subject to the approval of the editor. The editor reserves the right to refuse advertising that is not in keeping with the objectives of the Association.
- Advertising copy is not accepted by telephone and must be camera-ready as per the Electronic File Requirements above.
- Proofs/sample to accompany all material supplied for best results.
- All advertisements are printed in black and white only.
- The NLTA cannot guarantee specific placement of ads; however every effort will be made to fill such requests if at all possible.
- NLTA makes no guarantees as to the quality of reproduction of supplied materials.
- Advertiser agrees that the NLTA shall be under no liability for its failure for any cause to insert any advertisement.
- The NLTA does not recognize verbal agreements.
- The NLTA does not offer frequency discounts.
- Rates subject to change without notice.
- The word “Advertisement” will be placed above copy that in the opinion of the editor, resembles editorial matter.
- Advertising is currently not available or published in the online version of *The Bulletin*.
- Advertisements and/or notices of resources carried in *The Bulletin* do not imply recommendation by the Association of the service or product.

Contact Information

Advertising copy is not accepted by telephone. All advertising materials and insertion orders should be sent to:



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