

T H E

bulletin

Newfoundland and Labrador Teachers' Association
Advertising Rate Card
(Advertising rates may be subject to change without notice.)

2020-21 Advertising Deadlines

| Issue | Booking Deadline | Artwork Deadline |
|-------------------|-------------------|--------------------|
| September/October | September 8, 2020 | September 14, 2020 |
| November/December | November 2, 2020 | November 9, 2020 |
| January/February | January 4, 2021 | January 11, 2021 |
| March/April | March 1, 2021 | March 8, 2021 |
| May/June | May 3, 2021 | May 10, 2021 |

Mechanical Requirements

| Size | | Rate |
|----------|------------------------------|----------|
| 1/4 page | 4 7/16" wide x 4 10/16" high | \$200.00 |
| 1/2 page | 4 7/16" wide x 9 9/16" high | \$400.00 |

Conditions

- 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.
- We reserve the right to **limit advertising space to one ad per issue per organization**. Additional ads may be accepted if advertising space is available.
- The NLTA cannot guarantee specific placement of ads; however, every effort will be made to fill such requests if at all possible.
- The 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.
- The word "Advertisement" will be placed above copy that in the opinion of the editor, resembles editorial matter.
- Advertisements and/or notices of resources carried in *The Bulletin* do not imply recommendation by the Association of the service or product.

Specifications

All advertisements are printed in full color. Artwork should be a minimum of 300 dpi. Accepted formats include JPEG, PDF, TIFF and EPS. 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.

Contact Information

Advertising copy is not accepted by telephone.

All advertising materials should be sent to:

Michelle Lamarche

Newfoundland and Labrador Teachers' Association

Tel: 709-726-3223, Ext. 227

Fax: 709-726-4302

E-mail: mlamarche@nlta.nl.ca

Website: www.nlta.nl.ca

