

THE TEACHING LIBRARIAN

The magazine of the Ontario School Library Association



Media Kit 2011-2013

Editorial

Editorial Focus

The Teaching Librarian is published three times per school year for members of the Ontario School Library Association and subscribers to support its members in providing significant and effective library programs and services in the schools of Ontario. *The Teaching Librarian* promotes library curriculum program and development that will further the objectives set out for students by the province, school boards, administrators, teachers and parents. It fosters more effective partnering with teachers and administrators, and provides a forum in which teacher-librarians can share experience and expertise.

This is Canada's largest school library audience.

Audience/Circulation

Circulation: 2,900 copies per issue – three times per school year

OSLA Membership	1,936 (as of June 2011)
Archival Copies	25
Membership Development	150
Journal Authors and Recognition of Contribution	50
Copies held to be sold as sets of back-issues	100
Copies distributed at Librarianship Courses (University of Toronto, Brock, York, Queen's and others)	250

Note: *The Teaching Librarian* is available by subscription outside of Ontario for just \$36.

Calendar

The Editorial Committee of *The Teaching Librarian* is very committed to getting *The Teaching Librarian* out to members and subscribers in a timely manner.

Issue	Date	Theme
Volume 19, number 1	September 15, 2011	Sex @ your library™
Volume 19, number 2	January 15, 2012	Literacies @ your library™
Volume 19, number 3	May 15, 2012	Power @ your library™
Volume 20, number 1	September 15, 2012	Sex @ your library™
Volume 20, number 2	January 15, 2013	Literacies @ your library™
Volume 20, number 3	May 15, 2013	Power @ your library™

Back Issues of *The Teaching Librarian*

Advertisers interested in placing an ad in *The Teaching Librarian* may request a back-issue for review. Please contact:

Jefferson Gilbert, Principal
Gap.Point.Reach. Inc [Non-Profit Leadership]
Tel: (416) 699-1938
FAX: (866) 211-2999
info@gappointreach.com

Advertising Programs

The TL Platinum Program

The Platinum Program is available to three companies only. Availability is on a first-come, first-served basis. The Platinum Program is open to OLA Associate Members only.

Platinum service includes:

3 full-page, full-colour advertisements, with bleed and guaranteed placement in each of the following positions:

- ◆ Inside Front Cover
- ◆ Inside Back Cover
- ◆ Outside Back Cover

Companies may change their artwork if they wish, or may use the same.

Another benefit of the Platinum Program is the ability to purchase up to two additional pages of advertisements per issue at 50% off the published member advertising rates.

Pricing: \$3,000 plus HST for a three issue deal.
This is a \$1,700 plus savings on the published rates.

Note: a 50% deposit of the total package is due on signature of the TL Advertising agreement. The balance will be billed in two installments following the first issue published and the third and final issue published.

The TL Gold Program

The Gold Program is available to four companies only. Availability is on a first-come, first-served basis. The Gold Program is open to OLA Associate Members only.

Gold service includes:

3 full-page, black and white advertisements, with bleed and guaranteed placement in each of the following positions:

- ◆ Opposite Inside Front Cover
- ◆ Opposite Table of Contents
- ◆ Middle Spread – right facing
- ◆ Middle Spread – left facing

Companies may change their artwork if they wish, or may use the same. The price below is based on using the same artwork. If you wish to change the artwork – please add \$100 per changed advertisement to the price below.

Another benefit of the Gold Program is the ability to purchase up to two additional pages of advertisements per issue at 30% off the published member advertising rates.

Pricing: \$2,000 plus HST for a three issue deal.
This is a \$800 plus savings on the published rates.

Note: a 50% deposit of the total package is due on signature of the TL Advertising agreement. The balance will be billed in two installments following the first issue published and the third and final issue published.

To Reserve Space in The Teaching Librarian

Gap.Point.Reach.Inc
2006 Queen Street East, Unit 7
Tel: (416) 699-1938
FAX: (866) 211-2999

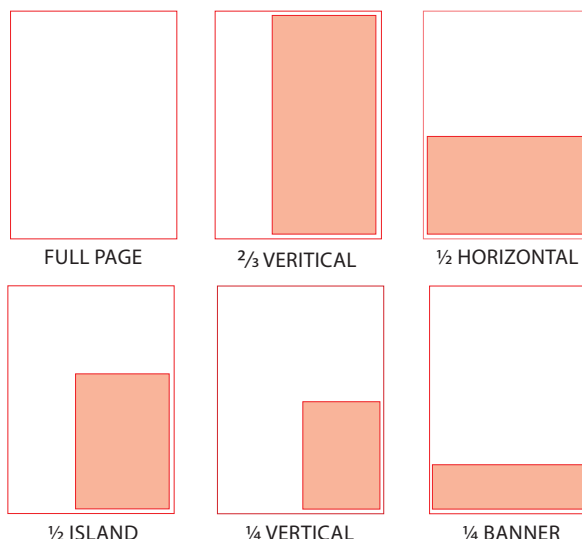
Jefferson Gilbert, CAE, MBA
info@gappointreach.com

Advertising Rates

ADS:	Three Issues	Two Issues	One Issue
Black & White (no bleeds)			
Full Page 7" W × 9½" H	\$749.00	\$779.00	\$799.00
⅔ Vertical 4⅝" W × 9½" H	\$599.00	\$619.00	\$649.00
½ Island 4⅝" W × 7" H ½ Horizontal 7" W × 4⅝" H	\$449.00	\$479.00	\$499.00
⅓ Horizontal 7" W × 3" H ⅓ Vertical 2⅛" W × 9½" H	\$584.00	\$616.00	\$649.00
¼ Vertical 3⅜" W × 4⅝" H ¼ Banner 7" W × 2⅛" H	\$209.00	\$229.00	\$249.00

Additional Options		
Cover and Premium Positions (if available see Platinum Program)		
Inside Front Cover \$200.00	Inside Back Cover \$200.00	Outside Back Cover \$300.00
Insert must be provided by company; maximum of eight pages \$750.00 plus possible incremental cost for additional postage		
Colour Rates		
Four Colour \$200.00	Matched Colour \$350.00	Bleed ⅛" \$100.00

Trim size: 8⅜" W × 10⅞" H
Bleed Size: 8⅝" W × 11⅛" H
Printing: Offset
Line Screens: Black & white and four colour: 133
Fonts: Type 1 Adobe, must be outlined
Colour: CMYK



Publishing Schedule (subject to change)

Issue	Reservation	Materials	To Members
Vol. 19, no. 1	Jul 8, 2011	Jul 29, 2011	Sep 9, 2011
Vol. 19, no. 2	Oct 14, 2011	Oct 28, 2011	Jan 13, 2012
Vol. 19, no. 3	Mar 9, 2012	Mar 30, 2012	May 4, 2012
Vol. 20, no. 1	Jul 6, 2012	Jul 27, 2012	Sep 7, 2012
Vol. 20, no. 2	Oct 12, 2012	Oct 26, 2012	Jan 11, 2013
Vol. 20, no. 3	Mar 8, 2013	Mar 29, 2013	May 3, 2013

Non OLA Associate Members should add 25% to rate.

Payment: All rates are net; no cash or agency discount allowed. We will invoice advertisers shortly after the publication issue date.

Rates are quoted in Canadian dollars.

Preparing and submitting ad materials for *The Teaching Librarian*

Options for submitting materials:

Email a press-ready PDF to info@gappointreach.com. All fonts and high-resolution images must be embedded.

Mail a press-ready PDF on CD to shipping address noted above.

Upload press-ready PDF to OLA's FTP site. For instructions email info@gappointreach.com.

Mark all CDs and name all files with advertiser's name and publication name.

OLA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.

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