



RATE CARD

2021

The *Saskatchewan Bulletin* is a newspaper published throughout the school year by the Saskatchewan Teachers' Federation, the professional organization representing over 13,500 teachers in publicly funded schools in Saskatchewan. The publication stays at the forefront of developments in the teaching profession, informing readers interested in education throughout Canada.

CIRCULATION

The *Saskatchewan Bulletin* has a circulation of 11,000 copies per issue and includes distribution to teacher members, superannuates (upon request), school trustees, provincial teacher organizations, libraries, education college students and faculty, as well as federal and provincial politicians.

SUBSCRIPTION

The *Saskatchewan Bulletin* is available free of charge. Subscription requests are to be directed to the Saskatchewan Teachers' Federation, or by visiting www.stf.sk.ca > About the STF > News > *Saskatchewan Bulletin*.

ADVERTISING POLICY

In each issue, the publisher will make available limited space to advertisers of goods, services or information of interest to STF members. Accepted advertising must relate to the mandate, objectives, programs and services of the Federation and its educational partners, and should focus on efforts to promote teacher professionalism, including professional development opportunities from approved institutions, and the goals of the public education system in Saskatchewan.

- Scheduling priority will be at the sole discretion of the publisher, determined first by direct applicability to the Federation and its members, then by time sensitivity, and then by date of receipt of confirmed order in writing or by email.
- Advertisers assume sole liability and responsibility for all advertising content.

- The publisher reserves the right to reject any advertising including, but not limited to, advertising considered to conflict with the editorial mandate of the *Saskatchewan Bulletin*.
- Advertising space is limited. Ad size may need to be adjusted to ensure inclusion in requested issue(s).
- The position of all advertising within the publication is at the sole discretion of the publisher.
- The publisher and the *Saskatchewan Bulletin* accept no responsibility or liability arising from the failure, for any cause, to publish any advertisement.

The following advertising is explicitly not accepted:

- Classified advertising.
- Career or employment advertising with the exception of teacher exchanges approved by the Ministry of Education.
- Political or advocacy advertising.
- Health or mental health products, services or events with the exception of benefit plans provided to teachers by the Saskatchewan Teachers' Federation or the Saskatchewan Teachers' Superannuation Commission.

PUBLICATION AND AD DEADLINES

PUBLICATION DATE	AD DEADLINE
September 15, 2021	August 25, 2021
October 13, 2021	September 22, 2021
November 17, 2021	October 27, 2021
December 15, 2021	November 24, 2021

MECHANICAL REQUIREMENTS

Prepared (Print-Ready) Ads

- Ads created in Adobe Creative Suite are preferred.
- Ads created in any other program must be saved as a high-resolution (minimum 300 dpi) PDF.
- All submissions must include all fonts, supporting artwork and photos.
- Ads must be submitted electronically.
- Changes to content of print-ready ads are the responsibility of the advertiser.

Ads to be Prepared by the Federation

If you require assistance designing an ad, please contact the Federation to discuss design services.

CANCELLATION POLICY

Advertising orders may not be cancelled after the applicable deadline date.

INVOICING AND PAYMENT

- Invoices will either be emailed or mailed with a copy of the *Saskatchewan Bulletin* following publication of each issue.
- Payment terms: net 30 days.
- Overdue accounts are subject to interest charges of two percent per month.
- Accounts more than 90 days in arrears will not be allowed to run any further advertising until the total amount is paid in full.

EDITORIAL OFFICE

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www.stf.sk.ca

AD SPECIFICATIONS



3.375" wide x max. 5" high



5.125" wide x max. 3.5" high

Chargeable space is determined by multiplying ad width (number of columns) by ad height (in inches) by rate. Height is always rounded up to the nearest 1/4 inch.

Example

2 (columns) x 4.25" (height) x \$20 (rate) = \$170

ADVERTISING RATES

	PER COLUMN INCH
Commercial Advertisers Advertisers of goods, services or information of specific interest and benefit to STF members	\$50
Charitable Organizations Canadian Registered Charities as defined by Canada Revenue Agency	\$25
STF Partners Organizations affiliated with the STF	\$20

All rates do not include GST and PST. Applicable rate categories are determined at the publisher's sole discretion. All rates are non-commissionable.

Frequency Discounts

- 10 percent discount for 3 ads in one publishing year (September to June).
- 15 percent discount for 5 ads in one publishing year (September to June).