



June 2018  
Vol. LX No. 5

NEW BRUNSWICK TEACHERS' ASSOCIATION

# Advertising Rates for *NBTA News*

The *NBTA News* is published five times each year and is available to approximately 6000 individuals, mainly in hard copy, but also in electronic format on the website ([www.nbta.ca](http://www.nbta.ca)). Distribution is mainly to teachers in the province with the balance going to libraries, retired teachers, government officials and affiliated teacher organizations across Canada. The advertising rates for each issue of the school year are as follows:

**\$1000.00 for full page**  
**\$500.00 for 1/2 page**  
**\$335.00 for 1/3 page**  
**\$250.00 for 1/4 page**  
**\$170.00 for 1/6 page**

*NBTA News* reserves the right to refuse advertising which is not in keeping with the objectives of the Association. Further, *NBTA News* reserves the right to limit advertisements based on space availability and design requirements. Ad placement is at the discretion of the Editor.

**Advertising is not accepted by telephone. Send copy to:**

Eileen Anderson, Assistant Editor

*NBTA News*  
New Brunswick Teachers' Association  
P.O. Box 752  
Fredericton, N.B. E3B 5R6

Tel. 506-452-1832  
Fax 506-453-9795

E-mail: [nbtanews@nbta.ca](mailto:nbtanews@nbta.ca)

# Schedule for *NBTA News*

<b>Issue No.</b>	<b>Final Copy Date</b>	<b>Mailing &amp; Issue Date</b>
<b>1</b>	<b>August 15</b>	<b>September 1</b>
<b>2</b>	<b>October 15</b>	<b>November 1</b>
<b>3</b>	<b>January 15</b>	<b>February 1</b>
<b>Election Supplement*</b>	<b>February 20</b>	<b>March 10</b>
<b>4</b>	<b>March 15</b>	<b>April 1</b>
<b>AGM Supplement*</b>	<b>April 1</b>	<b>April 20</b>
<b>5</b>	<b>May 15</b>	<b>June 1</b>

*\*No ads will be placed in the Election Supplement or the AGM Supplement.*

# Ad Specifications for *NBTA News*

<b>Full Page ad</b>	7"w x 9.25"h (portrait)	Cost: <b>\$1000.00</b>
<b>1/2 Page ad</b>	7"w x 4.625"h (landscape)	Cost: <b>\$500.00</b>
<b>1/3 Page ad</b>	3.5"w x 6.125"h (portrait)	Cost: <b>\$333.00</b>
<b>1/4 Page ad</b>	3.5"w x 4.625"h (portrait)	Cost: <b>\$250.00</b>
<b>1/6 Page ad</b>	2.375"w x 4.625"h (portrait)	Cost: <b>\$170.00</b>

Please do the following:

- Make ad(s) Colour (CMYK preferred)
- Preferred formats: PDF or JPEG
- Send to:

Eileen Anderson, Assistant Editor  
*NBTA News*  
New Brunswick Teachers' Association  
PO Box 752  
Fredericton, NB E3B 5R6

Tel: 506-452-1832 Fax: 506-453-9795

Email: [nbtanews@nbta.ca](mailto:nbtanews@nbta.ca)

After the *NBTA News* has been printed, a copy will be sent to you along with your invoice. Thank You!