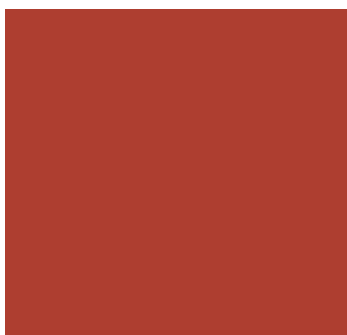
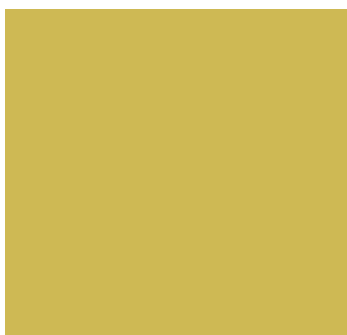


# Catholic Teacher

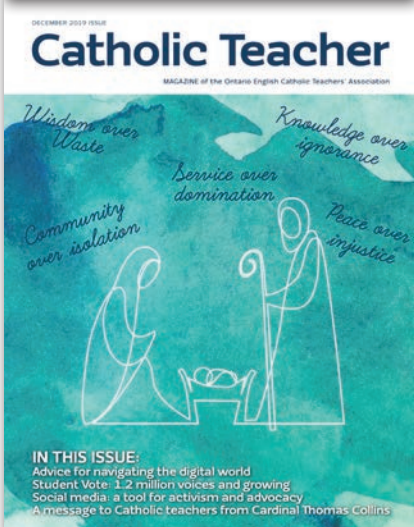


# MEDIA KIT

2020/2021

UPDATED JUNE 2020





## OUR PUBLICATION

*Catholic Teacher* is the official publication of the Ontario English Catholic Teachers' Association, which represents 45,000 teachers in classrooms from Kindergarten to Grade 12 in Ontario's publicly funded Catholic school system.

Published five times annually, *Catholic Teacher* provides its members with editorials, professional development news, member profiles, legal advice, bargaining updates and feature articles that deal with a variety of educational, social justice and political issues.

The information *Catholic Teacher* provides is not only of interest to our teachers/membership. The magazine aims to resonate with teachers' families, others involved in education, and for those advocating for our members, for the advancement of Catholic education, and for quality education in Ontario.

## OUR READERS

OECTA has 45,000 members, consisting of teachers working in Ontario's separate schools, as well as occasional teachers. Approximately one-half of members are in Metro Toronto, the Golden Horseshoe and Hamilton area, Dufferin-Peel, Durham, Simcoe and York. There are more than 6,000 teachers in Metro Toronto alone.

MEMBERS INCLUDE:

23,494

FULL-TIME  
Elementary Teachers



13,421

FULL-TIME  
Secondary Teachers

TEACHING AT:

1,136

Elementary Schools



259

Secondary Schools

## OUR DISTRIBUTION

*Catholic Teacher* is sent to all of its members at the nearly 1,400 Catholic schools across Ontario.

## OUR CONTENT

*Catholic Teacher* is approximately 32 pages in length and is divided into five sections:

**UPFRONT:** The front-of-the-book section features: our president's message; news and events; information on courses and other educational resources; an events calendar; and provincial bargaining updates.

**FEATURES:** The features section focuses on lengthier 'big picture' stories about the teaching profession, Catholic education, organized labour, social justice, current events and politics.

**TEACHERS AID:** Professional development articles are the focus here, penned by-OECTA staff and member teachers. This section comprises professional development, teaching issues, legal advice and bargaining issues.

**PEOPLE WORTH WATCHING:** People Worth Watching shines the spotlight on outstanding OECTA members – teachers who have made a difference both inside the classroom and beyond its walls.

**VIEWPOINT:** Viewpoint is *Catholic Teacher's* showcase for editorial voices about the teaching profession, professional development opportunities, political happenings and labour issues.

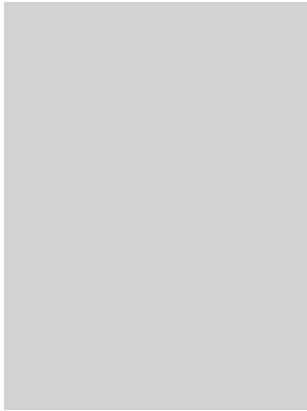
# Catholic Teacher

5 online issues annually  
24–32 pages magazine  
full colour  
8.5" x 11"

## ADVERTISING RATES 2020/21

### ADVERTISING

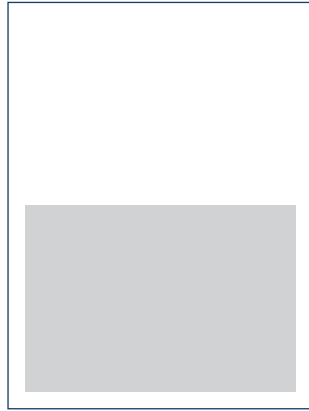
Anna Aneziris, E: [a.aneziris@catholicteachers.ca](mailto:a.aneziris@catholicteachers.ca) T: 416.925.2493 ext. 412 / 1.800.268.7230



#### FULL PAGE

8.5" wide x 11" high

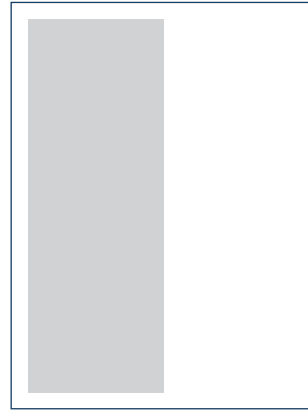
1 insertion = \$3,440  
5 insertions = \$2,750



#### HALF-PAGE HORIZONTAL

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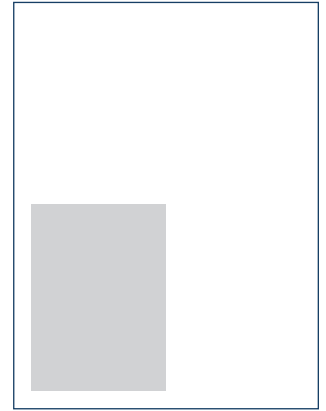
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#### HALF-PAGE VERTICAL

3.666" wide x 10" high

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5 insertions = \$1,900



#### QUARTER PAGE

3.666" wide x 5" high

1 insertion = \$1,325  
5 insertions = \$1,060

INSIDE COVER, BACK COVER, OR SPECIAL PLACEMENTS ADD 15%  
PRICES INCLUDE ALL APPLICABLE FEES AND TAXES

### DATES AND DEADLINES 2020/2021

ISSUE	CREATIVE DEADLINE
September/October 2020	September 18
November/December 2020	October 26
January/February 2021	January 11
March/April 2021	March 5
May/June 2021	May 7

### REQUIREMENTS

- Digital files only. The following formats are preferred: PDF, EPS, JPEG or TIFF.
- Include all fonts and high-resolution images (300 dpi files for best resolution).

### CLASSIFIEDS

- \$50 for the first 25 words and \$3 per word thereafter, to a maximum of 50 words.
- We welcome ads for teacher resources, travel and teaching overseas.
- Personal ads are not accepted.



## ADVERTISE WITH US

*Catholic Teacher* accepts advertising from companies, groups or organizations related to education in Ontario. OECTA retains the right to refuse any advertising requests or ad content.

Please note that OECTA has an exclusive relationship with the Ontario Teachers' Insurance Plan (OTIP) regarding the promotion of insurance and benefits information to its members. Advertising requests from companies with comparable or competitive services to OTIP will not be accepted.

## WRITE FOR US

*Catholic Teacher* welcomes submissions from OECTA members in good standing, as well as from retired members and members of affiliated organizations. Submissions and queries should be sent to the editor. OECTA retains the right to edit all submissions.

### EDITORIAL

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ONTARIO ENGLISH  
**Catholic  
Teachers**  
ASSOCIATION

[catholicteachers.ca](http://catholicteachers.ca)

