

EDITORIAL

The CAUT Bulletin is a bilingual, tabloid-sized newspaper that reports on the activities of the Canadian Association of University Teachers and those of its local and federated academic staff association members. News coverage is intended to promote public post-secondary education; additionally, it provides information about CAUT actions and policy. News of international interest that may affect the profession is also included. As circulation leader for many years, it reaches more than 46,000 CAUT members 10 times yearly.

Ad Space Sizes & Rates

Editorial pages are reserved for product, services, brand identity or awareness, promotional, achievement or event advertising. All advertising is subject to approval. Rates do not include applicable taxes.

BOX ADVERTISING				
OPT	TYPE	SIZE†	COLOUR	B&W
A	Full page	10 3/8 x 15 1/4	\$3,000	\$2,550
B	3 column	6 x 15 1/8	\$2,400	\$2,040
C	Half page	10 1/4 x 7 1/2	\$1,920	\$1,630
D	3 column half	6 x 7 1/2	\$1,200	\$1,020
E	3 column third	6 x 5	\$900	\$765
F	2 column half	4 x 7 1/2	\$900	\$765
G	2 column third	4 x 5	\$750	\$635
H	Mini block	4 x 3	\$600	\$510
I	Front banner	2 1/8 x 1 1/2	\$100	–
J	Back cover	10 3/8 x 15 1/4	\$3,450	–
Agency discount*				15%

† Sizes listed width by depth in inches.

* Agency discount on print-ready advertising only.

Issuance & Closing Dates

A completed insertion order is required for each advertisement. Insertion orders are available at www.cautbulletin.ca/en_advertising.asp. Closing date is also the materials due date. No cancellations will be accepted after closing date. Product advertising sales, insertion orders, ad materials and all enquiries should be directed to ads@caut.ca.

VOL / ISSUE	PUBLICATION	CLOSING DATE
58 / 7	September 2011	10 August 2011
58 / 8	October 2011	7 September 2011
58 / 9	November 2011	12 October 2011
58 / 10	December 2011	9 November 2011
59 / 1	January 2012	7 December 2011
59 / 2	February 2012	11 January 2012
59 / 3	March 2012	8 February 2012
59 / 4	April 2012	14 March 2012
59 / 5	May 2012	11 April 2012
59 / 6	June 2012	9 May 2012

In-House Ad Production

Design and typeset work is available at no extra charge. Ad proofs will be supplied to advertisers prior to publication but the Bulletin is not responsible for files that cannot be corrected and resent within our production timetable.

Canadian Association of University Teachers
 2705 Queensview Drive, Ottawa, Ontario K2B 8K2
 613-820-2270 FAX 613-820-2417
ads@caut.ca

Specs

The CAUT Bulletin is produced digitally and printed direct to plate.

Box ads should be high-resolution PDFs (version 4/5-compatible) with embedded fonts. Any colour components must be CMYK. Bleeds are not available.

OPTION A

Full Page
 10 3/8 x 15 1/4
COLOUR
\$3,000
 B&W
\$2,550

OPTION B

3 Column
 6 x 15 1/8
COLOUR
\$2,400
 B&W
\$2,040

OPTION C

Half Page
 10 1/4 x 7 1/2
COLOUR
\$1,920
 B&W
\$1,630

OPTION D

3 Column Half
 6 x 7 1/2
COLOUR
\$1,200
 B&W
\$1,020

OPTION E

3 Column Third
 6 x 5
COLOUR
\$900
 B&W
\$765

OPTION F

2 Column Half
 4 x 7 1/2
COLOUR
\$900
 B&W
\$765

OPTION G

2 Column Third
 4 x 5
COLOUR
\$750
 B&W
\$635

OPTION H

Mini Block
 4 x 3
COLOUR
\$600
 B&W
\$510

OPTION I

Front Banner
 Limited Availability
 Only on Page A1
 2 1/8 x 1 1/2
COLOUR
\$100

CAUT ACFPU
BULLETIN
 Ratecard
2011
2012