

# EDITORIAL

## Advertising Rates

The Canadian Association of University Teachers (CAUT) publishes the Bulletin 10 times during the academic year. Editorial page advertising provides institutions and suppliers an opportunity to promote their brands in the front section of the Bulletin. All advertising is subject to approval. Rates do not include taxes (GST/HST).

OPT	UNIT SIZE IN INCHES	CMYK	B&W
A	Full page (10 <sup>3</sup> / <sub>8</sub> x 15 <sup>1</sup> / <sub>4</sub> )	\$3,000	\$2,550
B	Full 3 column (6 x 15 <sup>1</sup> / <sub>8</sub> )	\$2,400	\$2,040
C	Half horizontal (10 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>2</sub> )	\$1,920	\$1,630
D	Half 3 column (6 x 7 <sup>1</sup> / <sub>2</sub> )	\$1,200	\$1,020
E	Half 2 column (4 x 7 <sup>1</sup> / <sub>2</sub> )	\$900	\$765
F	3 column third (6 x 5)	\$900	\$765
G	2 column third (4 x 5)	\$750	\$635
H	Business card (4 x 3)	\$600	\$510
I	Back cover (10 <sup>3</sup> / <sub>8</sub> x 15 <sup>1</sup> / <sub>4</sub> )	\$3,450	–
J	Front page banner (2 <sup>1</sup> / <sub>8</sub> x 1 <sup>1</sup> / <sub>2</sub> )	\$100	–

### GENERAL

Preferred position	+ 10%
Agency commission (print-ready advertising only)†	15%

† Postion charges commissionable

## Closing Dates

Please complete and submit an insertion order for each ad. Online forms are available at [www.cautbulletin.ca/en\\_advertising.asp](http://www.cautbulletin.ca/en_advertising.asp). Insertion orders and ad material cannot be accepted after closing date. Insertion orders, other instructions, ad copy and all enquiries should be directed to [ads@caut.ca](mailto:ads@caut.ca).

VOL	NO	ISSUE	CLOSING DATE
57	7	September 2010	4 August 2010
57	8	October 2010	1 September 2010
57	9	November 2010	6 October 2010
57	10	December 2010	3 November 2010
58	1	January 2011	1 December 2010
58	2	February 2011	5 January 2011
58	3	March 2011	2 February 2011
58	4	April 2011	2 March 2011
58	5	May 2011	6 April 2011
58	6	June 2011	4 May 2011

## Specifications

The CAUT Bulletin is produced digitally and printed direct to plate. Both black & white and 4-colour display ads should be submitted as high-resolution PDFs with embedded fonts and no RGB components. Bleeds not available.

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

Read it first online —  
 Canada's voice for academics.  
[WWW.CAUSBULLETIN.CA](http://WWW.CAUSBULLETIN.CA)

## Display Ad Sizes

Unit sizes and dimensions shown below. Print-ready PDF format preferred, but free composition is available for advertisements requiring typesetting or design work. For back cover and front page banner see advertising rates.

■ OPTION a

Full page  
 10<sup>3</sup>/<sub>8</sub>" x 15<sup>1</sup>/<sub>4</sub>"

CMYK  
**\$3,000**

B&W  
**\$2,550**

■ OPTION b

Full three column  
 6" x 15<sup>1</sup>/<sub>8</sub>"

CMYK  
**\$2,400**

B&W  
**\$2,040**

■ OPTION c

Half horizontal  
 10<sup>1</sup>/<sub>4</sub>" x 7<sup>1</sup>/<sub>2</sub>"

CMYK  
**\$1,920**

B&W  
**\$1,630**

■ OPTION d

Half three column  
 6" x 7<sup>1</sup>/<sub>2</sub>"

CMYK  
**\$1,200**

B&W  
**\$1,020**

■ OPTION e

Half two column  
 4" x 7<sup>1</sup>/<sub>2</sub>"

CMYK  
**\$900**

B&W  
**\$765**

■ OPTION f

Three column third  
 6" x 5"

CMYK  
**\$900**

B&W  
**\$765**

■ OPTION g

Two column third  
 4" x 5"

CMYK  
**\$750**

B&W  
**\$635**

■ OPTION h

Business card  
 4" x 3"

CMYK  
**\$600**

B&W  
**\$510**