

THE Teaching Librarian

The Magazine of the Ontario School Library Association
ISSN 1188679X



Media Kit 2019–2020

Editorial

Editorial focus

The Teaching Librarian (TingL) is the official magazine of the Ontario School Library Association (OSLA). It is published three times a year to support OSLA members in providing significant and effective library programs and services. *The Teaching Librarian* promotes library programs and curriculum development that furthers exemplary educational objectives. The magazine fosters effective collaboration within the school library community and provides a forum to share experience and expertise.

This is Canada's largest school library audience.

Audience/circulation

Circulation: 1,350 copies per issue – three times per school year

OSLA Membership (as of June 2019)	1,250
<i>The Teaching Librarian</i> Subscriptions	10
Archival Copies	20
Membership Development	70

Note: *The Teaching Librarian* is available by subscription outside of Ontario for just \$36.

Calendar

The Editorial Committee of *The Teaching Librarian* is very committed to getting *The Teaching Librarian* out to members and subscribers in a timely manner.

Issue	Date	Theme
Vol. 27, no. 1	September 2019	Special Issue: State of School Libraries
Vol. 27, no. 2	January 2020	Quiet @ your library™
Vol. 27, no. 3	May 2020	TBD
Vol. 28, no. 1	September 2020	TBD
Vol. 28, no. 2	January 2021	TBD
Vol. 28, no. 3	May 2021	TBD

Back issues of *The Teaching Librarian*

Advertisers interested in placing an ad in *The Teaching Librarian* may request a back-issue for review.

Please contact:

Gap.Point.Reach.Inc
Tel: (416) 699-1938
FAX: (866) 211-2999
info@gappointreach.com

TingL editorial board

Caroline Freibauer, Editor-in-Chief, Assumption College School,
Brant Haldimand Norfolk Catholic DSB

Allison Hall, Walnut Grove Public School, Peel DSB

Trish Hurley, Peel District School Board

Heather McTavish, Library Support Services, Dufferin Peel
Catholic DSB

Sarah Oesch, Burlington Central School, Halton DSB

Angela Thompson, Kawartha Pine Ridge DSB

Kasey (Mallen) Whalley, Dufferin Peel Catholic DSB

OSLA mission statement

The mission of the Ontario School Library Association is to promote, develop and advocate for strong, equitable school library programs throughout the province. The OSLA:

- Facilitates dynamic learning experiences utilizing the best available resources, technologies, strategies and learning environments
- Promotes a love of reading and a sense of wonder and inquiry
- Strengthens and unifies the voice of school library staff in supporting the effective operation of school libraries
- Strengthens and unifies the voice of teacher-librarians as collaborative curriculum leaders
- Supports all members with ongoing professional development that will benefit school staff and student

**Winner of the 2015
Canadian Society of Association Executives (CSAE)
Communication Award of Excellence
for Best Publication**

Advertising Programs

Platinum program

The Platinum Program is available to three companies only. Availability is on a first-come, first-served basis. The Platinum Program is open to OLA Associate Members only.

Platinum service includes:

3 full-page, full-colour advertisements, with bleed and guaranteed placement in each of the following positions:

- Inside Front Cover
- Inside Back Cover
- Outside Back Cover

Companies may change their artwork if they wish, or may use the same.

Another benefit of the Platinum Program is the ability to purchase up to two additional pages of advertisements per issue at 50% off the published member advertising rates.

Pricing: \$3,000 plus HST for a three issue deal.
This is a \$1,700 plus savings on the published rates.

Note: a 50% deposit of the total package is due on signature of the TL Advertising agreement. The balance will be billed in two installments following the first issue published and the third and final issue published.

Gold program

The Gold Program is available to four companies only. Availability is on a first-come, first-served basis. The Gold Program is open to OLA Associate Members only.

Gold service includes:

3 full-page, black and white advertisements, with bleed and guaranteed placement in each of the following positions:

- Opposite Inside Front Cover
- Opposite Table of Contents
- Middle Spread – right facing
- Middle Spread – left facing

Companies may change their artwork if they wish, or may use the same. The price below is based on using the same artwork. If you wish to change the artwork – please add \$100 per changed advertisement to the price below.

Another benefit of the Gold Program is the ability to purchase up to two additional pages of advertisements per issue at 30% off the published member advertising rates.

Pricing: \$2,000 plus HST for a three issue deal.
This is a \$800 plus savings on the published rates.

Note: a 50% deposit of the total package is due on signature of the TL Advertising agreement. The balance will be billed in two installments following the first issue published and the third and final issue published.

To reserve space in *The Teaching Librarian*

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info@gappointreach.com

Advertising Rates

ADS:		Three issues	Two issues	One issue
Four colour – all measurements include a 1/8" bleed				
Full Page 8 5/8" W x 11 1/8" H	\$749.00	\$779.00	\$799.00	
2/3 Vertical 4 7/8" W x 9 3/4" H	\$599.00	\$619.00	\$649.00	
1/2 Island 4 7/8" W x 7 1/4" H 1/2 Horizontal 7 1/4" W x 4 7/8" H	\$449.00	\$479.00	\$499.00	
1/4 Vertical 3 5/8" W x 4 7/8" H 1/4 Banner 7 1/4" W x 2 3/8" H	\$209.00	\$229.00	\$249.00	
Additional options				
Cover & premium positions (if available see Platinum Program)				
Inside Front Cover \$200.00	Inside Back Cover \$200.00	Outside Back Cover \$300.00		
Insert must be provided by company; maximum of eight pages \$750.00 plus possible cost for additional postage				

Publishing schedule (subject to change)

Issue	Reservation	Materials	To members
Vol. 27, no. 1	July 19, 2019	August 2, 2019	August 26, 2019
Vol. 27, no. 2	November 1, 2019	November 15, 2019	December 9, 2019
Vol. 27, no. 3	March 13, 2020	March 27, 2020	April 20, 2020
Vol. 28, no. 1	July 17, 2020	July 31, 2020	August 24, 2020
Vol. 28, no. 2	November 6, 2020	November 20, 2020	December 14, 2020
Vol. 28, no. 3	March 19, 2021	April 2, 2021	April 26, 2021

Non OLA Associate Members add 25% to rate.

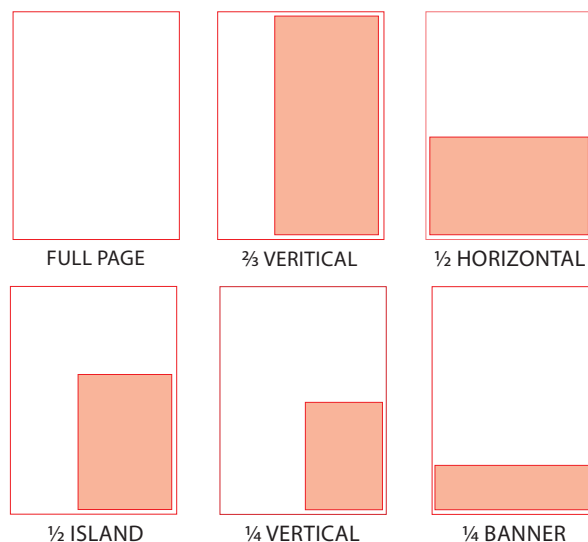
Payment: All rates are net; no cash or agency discount allowed.
We will invoice advertisers shortly after the publication issue date.

Rates are quoted in Canadian dollars.

Preparing & submitting ad materials for *Teaching Librarian*

- All fonts and high resolution images must be embedded.
- Mark files with advertiser's name and publication name.
- Email a press-ready PDF to info@gappointreach.com.

OLA cannot be held responsible for reproduction problems that occur as a result of incorrectly prepared files.



Trim size: 8 3/8" W × 10 7/8" H

Bleed Size: 8 5/8" W × 11 1/8" H

Bleed: All measurements include a 1/8" bleed on all sides of the ad.

Colour: CMYK

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/ ola

∴ ontario library association

Placement Order

Premium programs (three issues, full-colour)			Total
Platinum program 8½" W × 11½" H (includes bleed)			
Inside Front Cover <input type="checkbox"/> \$3,000	Inside Back Cover <input type="checkbox"/> \$3,000	Outside Back Cover <input type="checkbox"/> \$3,000	
Gold program 8½" W × 11½" H (includes bleed)			
Opposite Inside Front Cover <input type="checkbox"/> \$2,000	Opposite Inside Back Cover <input type="checkbox"/> \$2,000	Middle Spread Left <input type="checkbox"/> \$2,000 Right <input type="checkbox"/> \$2,000	
Ad placement	Three Issues	Two Issues	One Issue
Full colour – all measurements include a ½" bleed			
Full Page 8½" W × 11½" H	<input type="checkbox"/> \$749	<input type="checkbox"/> \$779	<input type="checkbox"/> \$799
¾ Vertical 4½" W × 9¾" H	<input type="checkbox"/> \$599	<input type="checkbox"/> \$619	<input type="checkbox"/> \$649
½ Island 4½" W × 7¼" H	<input type="checkbox"/> \$449	<input type="checkbox"/> \$479	<input type="checkbox"/> \$499
½ Horizontal 7¼" W × 4½" H	<input type="checkbox"/> \$449	<input type="checkbox"/> \$479	<input type="checkbox"/> \$499
¼ Vertical 3½" W × 4½" H	<input type="checkbox"/> \$209	<input type="checkbox"/> \$229	<input type="checkbox"/> \$249
¼ Banner 7¼" W × 2¾" H	<input type="checkbox"/> \$209	<input type="checkbox"/> \$229	<input type="checkbox"/> \$249
Additional options			Total
Cover & premium positions (if available see Platinum Program)			
Inside Front Cover <input type="checkbox"/> \$200	Inside Back Cover <input type="checkbox"/> \$200	Outside Back Cover <input type="checkbox"/> \$300	
Insert must be provided by company; maximum of 8 pages <input type="checkbox"/> \$750 plus possible cost for additional postage			
Subtotal			
<input type="checkbox"/> Non OLA Associate Members add 25%			
Subtotal			
HST #10779 8159 13%			
Total			

Placement is subject to confirmation by OLA.

- ☐ Credit Card – Details can be provided to OLA after invoicing
- ☐ EFT – Contact accounting@accessola.com to set up
- ☐ Cheque payable to Ontario Library Association

Mail Cheques to:
Ontario Library Association
2 Toronto Street, 3rd Floor
Toronto, Ontario
M5C 2B6

Contact information

Company name _____

Contact _____

Address _____

City _____ Province/State _____ Postal/Zip code _____

Telephone _____ FAX _____

Email address _____

Technical contact about artwork _____

Email _____

PO number (if any): _____

Start Ad placement in the following issue

- ☐ Vol. 27, no. 1 ☐ Vol. 27, no. 2 ☐ Vol. 27, no. 3
- ☐ Vol. 28, no. 1 ☐ Vol. 28, no. 2 ☐ Vol. 28, no. 3

Deadlines: (no extensions)

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