

THE Teaching Librarian

The Magazine of the Ontario School Library Association
ISSN 1188679X



Media Kit 2025–2026

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: 817 copies per issue – three times per school year

OSLA Membership (as of August 2024)	717
<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. 32, no. 2	January 2025	Mystery @ Your Library
Vol. 32, no. 3	May 2025	Heroes @ Your Library
Vol. 33, no. 1	September 2025	Belonging @ Your Library
Vol. 33, no. 2	January 2026	Passion @ Your Library
Vol. 33, no. 3	May 2026	Storytelling @ Your Library
Vol. 34, no. 1	September 2026	TBD
Vol. 34, no. 2	January 2027	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 communications@accessola.com

TingL editorial board

Lisa Loffredi, York Catholic DSB
Martha Martin, Retired, Greater Essex County DSB
Danny Neville, Ottawa-Carlton DSB
Kimberly Senf, Elmwood School, Ottawa
Angela Thompson, Kawartha Pine Ridge DSB
Deborah Vert, Durham DSB
Kasey Whalley, Sheridan College
Tina Zita, Peel 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*

Gap.Point.Reach.Inc
Tel: (416) 699-1938
FAX: (866) 211-2999
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. 32, no. 2	October 11, 2024	November 18, 2024	December 12, 2024
Vol. 32, no. 3	February 6, 2025	February 24, 2025	April 14, 2025
Vol. 33, no. 1	May 5, 2025	May 20, 2025	August 18, 2025
Vol. 33, no. 2	October 10, 2025	October 24, 2025	December 11, 2025
Vol. 33, no. 3	February, 5 2026	February 23, 2026	April 13, 2026
Vol. 34, no. 1	May 4, 2026	May 19, 2026	August 17, 2026
Vol. 34, no. 2	October 9, 2026	October 23, 2026	December 10, 2026

Non OLA Associate Members add 25% to rate.

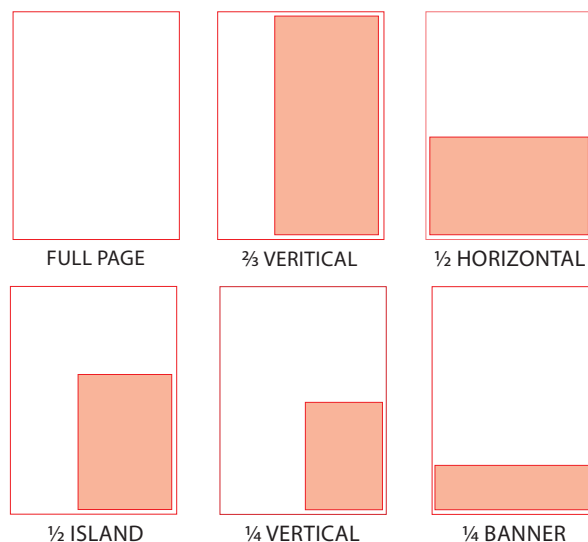
Payment: All rates are net; no cash or agency discount allowed.
We will invoice advertisers shortly after the publication issue date.

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 ☐ \$3,000	Inside Back Cover ☐ \$3,000	Outside Back Cover ☐ \$3,000	
Gold program 8½" W × 11½" H (includes bleed)			
Opposite Inside Front Cover ☐ \$2,000	Opposite Inside Back Cover ☐ \$2,000	Middle Spread Left ☐ \$2,000 Right ☐ \$2,000	
Ad placement	Three Issues	Two Issues	One Issue
Full colour – all measurements include a ½" bleed			
Full Page 8½" W × 11½" H	☐ \$749	☐ \$779	☐ \$799
¾ Vertical 4¾" W × 9¾" H	☐ \$599	☐ \$619	☐ \$649
½ Island 4¾" W × 7¼" H	☐ \$449	☐ \$479	☐ \$499
½ Horizontal 7¼" W × 4¾" H	☐ \$449	☐ \$479	☐ \$499
¼ Vertical 3½" W × 4¾" H	☐ \$209	☐ \$229	☐ \$249
¼ Banner 7¼" W × 2¾" H	☐ \$209	☐ \$229	☐ \$249
Additional options			Total
Cover & premium positions (if available see Platinum Program)			
Inside Front Cover ☐ \$200	Inside Back Cover ☐ \$200	Outside Back Cover ☐ \$300	
Insert must be provided by company; maximum of 8 pages ☐ \$750 plus possible cost for additional postage			
Subtotal			
☐ 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 c/o
Centre for Social Innovation
192 Spadina Ave., Suite 300,
Toronto, ON M5T 2C2

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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