

# MEDIA KIT 2023 - 2024

Advertising Kit & Rate Card

New Advertising  
and Sponsorship  
Opportunities



Mobile App  
Advertising  
Opportunities



Serve. Advocate. Lead.

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## About Us



CPCO is the professional association for Principals and Vice-Principals in Ontario's publicly funded Catholic school system. CPCO also offers services to individuals from other organizations, provinces and countries worldwide.

### What we offer:

- Professional Learning
- Digital and Print Communication
- Long Term Disability
- Networking & Advocacy
- Legal Support

### We serve:

- 2,100 Practising Principals & Vice-Principals
- 400+ Non-Practising Principals & Vice-Principals
- 29 School Boards
- 1500 Schools
- 575,000 Students



## Principal Connections magazine



- A multi-award winning magazine published since 2000
- Principal Connections is the only publication in Ontario that is sent to a wide range of Catholic education leaders, including Principals, Vice-Principals, Directors of Education and Superintendents
- It is also available for purchase in digital format (via [www.cpco.on.ca](http://www.cpco.on.ca)) and print format (by request to our office)
- Upcoming issues:
  - » Fall 2023
  - » Winter 2023
  - » Summer 2024

Published since  
**2000**

## Principal Connections audience



**2,600**  
readers per issue

- Principal Connections reaches key decision-makers of 1,300 Catholic schools in Ontario
- Approximately 600,000 students attend publicly-funded schools in the province
- The magazine is in high demand by a variety of organizations, groups, associations, schools, universities, colleges and Ministries
- Principal Connections is mailed directly to the homes of school leaders, whose decisions and recommendations affect overall school operations, purchasing of school resources and supplies, and all program planning

# Principal Connections advertising rates



## Rates for colour advertising

Page size	1st ad	2nd ad	3rd ad *
Back cover	\$2,300	\$2,250	\$2,200
Inside front / back	\$1,800	\$1,750	\$1,700
Full page	\$1,500	\$1,450	\$1,400
1/2 page	\$1,200	\$1,150	\$1,100
1/4 page	\$900	\$850	\$800
1/8 page	\$400	\$350	\$300

\*In order to claim discounted rates, all ads must be consecutive.

## Principal Connections publication dates:

Issue	Ad deadline	Insert deadline	Mail out
Fall 2023	July 16	Aug. 3	Week of Sept. 11
Winter 2023	Oct. 6	Nov. 15	Week of Dec. 18
Summer 2024	March 22	April 30	Week of June 17

# Principal Connections advertising technical requirements

## File types

We accept the following file types:

- EPS (ensure all text is converted to outlines)
- PDF (ensure all fonts are embedded)
- JPG or PNG (300 dpi or higher)

Please note: We do not accept Word files.

## Ad re-sizing

Please note: Should we be required to resize or change your ad, a charge of \$50 per hour will apply.

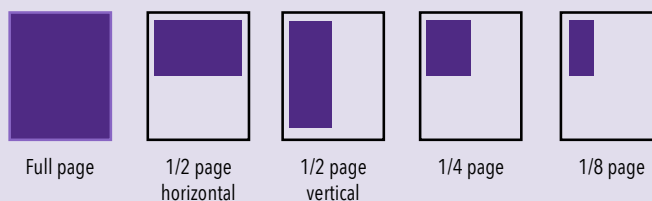
## Colour

All ads must be in process CMYK.

## Advertising sizes (width x height, in inches)

* Full page	8.5 x 11
1/2 page - horizontal	7 x 4.5
1/2 page - vertical	3.4 x 9.5
1/4 page	3.4 x 4.5
1/8 page	1.7 x 4.5

\* Apply 0.25" bleed to full page ads only. The rest of the ads should have no bleed and a 1pt border.



Full page

1/2 page horizontal

1/2 page vertical

1/4 page

1/8 page

Files may be emailed directly to Principal Connections' Designer, Erika Futuyama at [efutuyama@cpco.on.ca](mailto:efutuyama@cpco.on.ca)



## Principal Connections inserts

### Advertising year: September 2023 to August 2024

- For added exposure, include a one-sided or two-sided insert about your organization
- Inserts in Principal Connections (one-sided or two-sided) are \$750 + HST each
- The insert size should not exceed 8.5" by 11"; for custom insert sizing, please contact us for pricing
- Buy three ad placements in Principal Connections 2023-2024 to receive:
  - » 1 insert for free (valued at \$750)
  - » additional inserts at \$550 + HST each

To book inserts, or for any related questions, email Advertising Manager, John Nijmeh at [events@cpco.on.ca](mailto:events@cpco.on.ca)



## Principal Connections advertising department

Juleen Anderson, Marketing & Communications Manager  
[janderson@cpco.on.ca](mailto:janderson@cpco.on.ca) | ext. 38

John Nijmeh, Advertising Manager  
[events@cpco.on.ca](mailto:events@cpco.on.ca) | ext. 28

Gaby Aloi, Manager of Corporate Operations  
[galoi@cpco.on.ca](mailto:galoi@cpco.on.ca) | ext. 26

Erika Futuyama, Designer  
[efutuyama@cpco.on.ca](mailto:efutuyama@cpco.on.ca) | ext. 25

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Phone: 416-483-1556  
Toll free: 1-888-621-9190



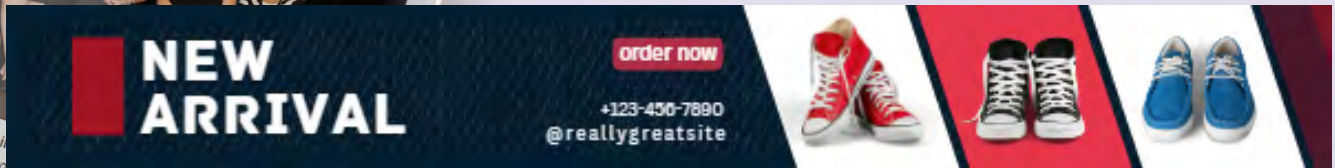


## Enhance your organization's exposure with our e-newsletter

- The Associate e-newsletter is sent directly to 2,600 readers every two weeks, between September and June
- It serves as a key news provider for Ontario's education sector

## Premium Spots - **NEW**

- Premium Spot A: After the first newsletter story
- Premium Spot B: After the third newsletter story

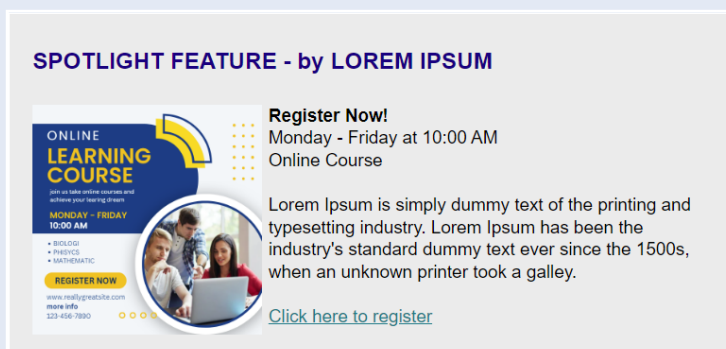


Example of a Premium Spot Banner



## Spotlight Feature - **NEW**

- Exclusive to one advertiser per newsletter
- The advertisement is positioned following the fourth article
- Easily spread the word about articles, events, products and other exciting things with just a few clicks
- The content will be presented in a sleek grey box to draw attention and make it stand out
- Each ad will consist of a graphic, brief description, a headline, and a clickable button that directs readers to a designated website. The description will be limited to a maximum of five (5) sentences



Example of a Spotlight Feature



## The Associate e-newsletter advertising rates and specifications



### Premium Spots - *NEW*

Options	Width	Height	Pricing
Premium Spot A	600px (6.25 in)	74 px (0.8 in)	\$250 each
Premium Spot B	600px (6.25 in)	74 px (0.8 in)	\$200 each

### Spotlight Feature - *NEW*

Width	Height	Pricing
600px (6.25 in)	600px (6.25 in)	\$300 each

### Regular Newsletter Ad

Width	Height	Single ad	All subsequent ads
560 px (7.8 in)	375 px (5.2 in)	\$150	\$100 each

## The Associate e-newsletter publication dates

### The Associate e-newsletter publication dates:

<b>Year 2023</b>	Sept. 5, 19	Oct. 17, 31	Nov. 14, 28	Dec. 12
<b>Year 2024</b>	Jan. 9, 23	Feb. 6, 20	March 5, 19	April 2, 16, 30
	May 14, 28	June 11, 25	July 9, 23	Aug. 6, 20

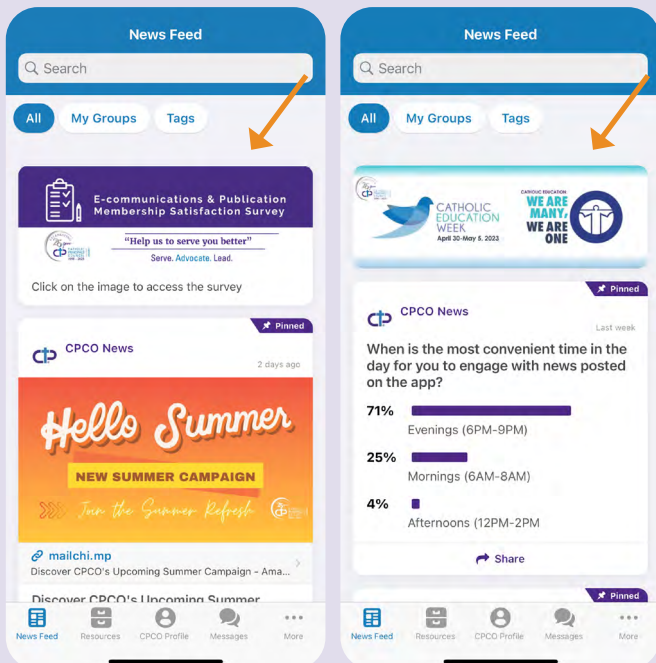
The Associate Newsletter is published online every other Tuesday

Ads or questions regarding the files may be emailed to Communications & Technology Officer, Will Wang at [wwang@cpco.on.ca](mailto:wwang@cpco.on.ca)



- Launched in 2022 and available on App Store (Apple) and Google Play store
- 400+ users and rapidly growing
- The news feed attracts a substantial monthly viewership, with over 300 individuals regularly viewing, opening, and engaging with the content
- All users receive notifications when news feeds or sponsored posts are published

## CPCO Mobile App Advertising Opportunities



Example of Banners

### Banner - *NEW*

- Exclusive to two (2) advertisers per month
- Banner on ALL four tabs (News feed, Resources, Forum and Events)

### Features:

- Image
- Description (optional)
- Links to a specified URL

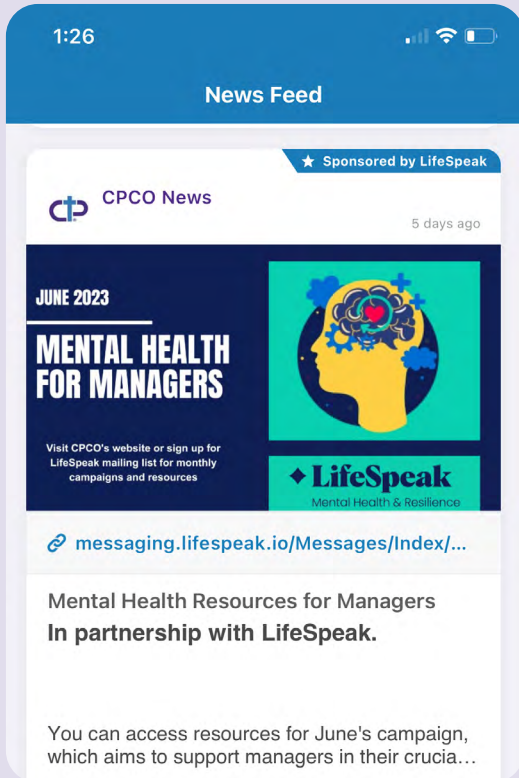
### Banner Specifications - *NEW*

Package	Width	Height	Pricing
1 month	1032 px (10.749 in)	360 px (3.75 in)	\$150
3 months	1032 px (10.749 in)	360 px (3.75 in)	\$400
6 months	1032 px (10.749 in)	360 px (3.75 in)	\$800
12 months	1032 px (10.749 in)	360 px (3.75 in)	\$1650

File size should be maximum 500KB. Please adhere to the size mentioned in the table above



# CPCO Mobile App Advertising Opportunities



Example of a sponsored piece

## Sponsored Posts - *NEW*

- Open to all advertisers
- Used for articles, products, services, videos, events and more
- Each sponsored post is pinned to the top for one (1) week
- Accessible on the news feed at all times
- **Cost:** \$50 per sponsored post

## Features:

- Image (Optional) – 1600 px (16.7 in) x 900px (9.4 in)
- Text (no character limit)
- Links to specified URL

# Mobile App Advertising Opportunities and Rates

## Bundle of banners and sponsored posts - *NEW*

Package	Banner	Sponsored Post	Cost
3 months	3 Banners	2 sponsored posts	\$450
6 months	6 Banners	4 sponsored posts	\$900
12 months	12 Banners	8 sponsored posts	\$1850

- Take advantage of this bundle deal to get maximum exposure
- More advertising opportunities at an affordable cost
- This offer is exclusively available with the purchase of a package for a duration of three (3) months, six (6) months, or twelve (12) months.

Contact John Nijmeh, Advertising Manager at [events@cpco.on.ca](mailto:events@cpco.on.ca) for more information



**Dates:** April 18-20, 2024

**Venue:** White Oaks Resort and Spa – Niagara on the Lake

**Features:**

- Opening Mass and Reception
- Amazing Keynote Speakers
- Exhibit/Vendor Hall
- Awards and Gala Dinner
- Tours and Wellness Activities
- Socials & Networking
- Experiential Activations
- Annual General Meeting
- And More!

**Stay tuned for more information.**

## Our Advertisers, Sponsors and Partners

- Apogee It Services
- Bark Lake
- Borden Ladner Gervais
- Blueprint Agencies
- Camp Mini-Yo-We
- Camp Muskoka
- Canada Law Book / Thomson Reuters
- Canadian Test Centre
- Catholic Community Delivery Organization
- College of Early Childhood Educators
- D2L
- Edge Imaging
- Education Perfect
- Educators Financial Group
- Entertainment Book
- Fair Glen Outdoor Christian Education
- Friesens
- Illusion Images
- Impaired Driving
- In School Wear
- JBC Uniforms
- Johnson Insurance
- King's University College
- LexisNexis
- LifeSpeak inc.
- Lifetouch
- Lightspeed Technologies
- Logics Academy
- Lumina Learning
- Maracle Press (Faith Planners)
- Microsoft
- Miller Thomson
- Niagara University
- NRSV Bibles
- Ontario College of Teachers
- Ontario Physical and Health Education Association
- Ontario Pioneer Camp
- Ontario Students Against Impaired Driving
- Ontario Teachers Insurance Plan
- Osgoode Professional Development
- Paradym Tech
- Perspectives Eduscho Ltd.
- Premier
- R.J. McCarthy School Uniforms
- Redeemer University College
- Rogers
- Roseneath Theatre
- Saint Jerome Press
- Schoolyard Publishing Co.
- Serkin Promotions
- Solution Tree
- Spectrim Label & Equipment Inc.
- St. Francis Xavier University
- St Paul's University
- Starling Minds
- Stitt Feld Handy Group
- Talbot Promotions
- Teachers Life
- Terra Cotta Cookie Co.
- The Catholic Register
- The ECO Edge
- The Institute for Education Leadership
- The Retired Teachers of Ontario
- Torkin Manes
- Tutor Doctor
- Two Way Radio
- Ukelele Kids
- Vesey's Bulbs Fundraising
- Wonderwall Design Studio



# ORDER NOW

To reserve space, please call John Nijmeh at 416-483-1556 ext 28,  
or email at [events@cpco.on.ca](mailto:events@cpco.on.ca)

## Principal Connections print advertising

Select all issues in which the ad will be placed:

Fall 2023       Winter 2023       Summer 2024

Indicate the ad selection:

Back cover       Inside front page       Inside back page       Full page

1/2 page horizontal       1/2 page vertical       1/4 page       1/8 page

Select all issues in which the insert will be placed:

Fall 2023       Winter 2023       Summer 2024

Please email John Nijmeh for insert delivery instructions. 2600 copies required.

### Catholic Principals' Council of Ontario

10 Carlson Ct, Suite 640,  
Etobicoke, ON, M9W 6L2

416-483-1556  
1-888-621-9190 toll free  
[events@cpco.on.ca](mailto:events@cpco.on.ca)  
[www.cpco.on.ca](http://www.cpco.on.ca)

## The Associate e-newsletter advertising

Select the advertising option:  Premium Spot A       Premium Spot B       Spotlight Feature       Regular

Indicate the number of ads to be placed in the e-newsletter: \_\_\_\_\_

Indicate the preferred date(s) for ad placement in the e-newsletter: \_\_\_\_\_

## Mobile App Advertising

Select the advertising option:

Banner:  1 month       3 months       6 months       12 months

Indicate the number of sponsored posts: \_\_\_\_\_

Bundle - (Banner and Sponsored Post):       3 months       6 months       12 months

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Full mailing  
address \_\_\_\_\_  
\_\_\_\_\_

Phone number \_\_\_\_\_

Email \_\_\_\_\_



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Etobicoke, ON, M9W 6L2

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