

MEDIA KIT 2019 - 2020

Principal Connections and The Associate advertising

**New &
improved
prices!**



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) and print format (by request to our office)
- Upcoming issues:
 - » Fall 2019
 - » Winter 2019
 - » Summer 2020

Published since
2000

Principal Connections audience



- *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 homes of school leaders, whose decisions and recommendations affect overall school operations, purchasing of school resources and supplies, and all program planning

2,500
readers per issue

Principal Connections advertisers

- Bark Lake
- 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
- ECOO Conference
- Edge Imaging
- Entertainment Book
- Fair Glen Outdoor Christian Education
- Friesens
- InSchoolWear
- JBC Uniforms
- Johnson Inc.
- LexisNexis
- Lifetouch
- Lightspeed Technologies
- Logics Academy
- Maracle Press (Faith Planners)
- Microsoft
- Niagara University
- NRSV Bibles
- Ontario College of Teachers
- Ontario Pioneer Camp
- Ontario Students Against Impaired Driving
- Ontario Teachers Insurance Plan
- Paradym Tech
- Perspectives Eduscho Ltd.
- Premier
- R.J. McCarthy School Uniforms
- Redeemer University College
- Rogers
- Roseneath Theatre
- Schoolyard Publishing Co.
- Serkin Promotions
- Solution Tree
- Spectrim Label & Equipment Inc.
- St. Francis Xavier University
- Saint Jerome Press
- Stitt Feld Handy Group
- Teachers Life
- Terra Cotta Cookie Co.
- The Catholic Register
- The ECO Edge
- The Institute for Education Leadership
- The Retired Teachers of Ontario
- Tutor Doctor
- Two Way Radio
- Ukelele Kids
- Vesey's Bulbs Fundraising

Principal Connections testimonials

"CPCO and *Principal Connections* have proved to be a great avenue for contacting our clients and promoting our company on a regular basis and at an affordable cost. Being in the marketing and promotional business ourselves, we appreciate the importance of staying in touch with our clients, both existing and potential, who make up the CPCO readership. The staff at CPCO are most obliging and great to work with."

*Tammy Serkin, President
Serkin Promotions*

"As a growing Ontario-based educational publisher, every dollar spent on marketing is important to us. Advertising in *Principal Connections* has consistently introduced us to new schools year after year."

*Marie Stokes, Vice-President
Schoolyard Publishing Co.*

"As the trusted voice on healthy, active living in the retirement journey for the broader education community, RTO/ERO relies on *Principal Connections* to promote its messages to Ontario thought leaders. In addition to great value, *Principal Connections* offers opportunity for RTO/ERO to help Principals plan for retirement in a five-star format."

*The Retired Teachers of Ontario/
les enseignantes et enseignants retraités de l'Ontario*

"Award-winning leader in the school photography industry, Edge Imaging has been advertising in *Principal Connections* for a number of years. Edge finds tremendous value in being able to update Catholic School Principals across Ontario on their key initiatives throughout the year."

*Jordan Moore, Marketing Communications Manager
Edge Imaging*



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

* The 3rd ad rate applies after advertising in two consecutive publications, starting in any given school year (e.g. 2019-2020).

Please note: A special CPCO Conference 2019 vendor rate is available for companies that advertised in 3 issues of *Principal Connections* in 2018-2019.

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.

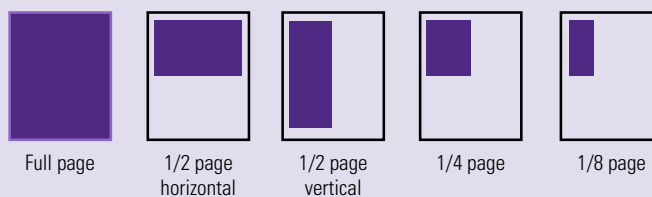
Colour

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*' Art Director Ania Czupajlo at aczupajlo@cpcoco.on.ca

Principal Connections inserts

Advertising year: September 2019 to August 2020

- 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* 2019-2020 to receive:
 - » 1 insert for free (valued at \$750)
 - » additional inserts at \$550 + HST each



Principal Connections advertising department

Hannah Yakobi, Marketing & Communications Manager
hyakobi@cpco.on.ca | ext. 38

John Nijmeh, Advertising Manager
events@cpco.on.ca | ext. 28

Gaby Aloï, Manager of Corporate Operations
galoi@cpco.on.ca | ext. 26

Ania Czupajlo, Art Director
aczupajlo@cpco.on.ca | ext. 25

Phone: 416-483-1556
Toll free: 1-888-621-9190
Fax: 416-483-2554



The Associate e-newsletter advertising rates and specifications



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

Options	Width	Height	Single ad	All subsequent ads
Option 1	560 px (7.8 in)	375 px (5.2 in)	\$150	\$100 each
Option 2	560 px (7.8 in)	750 px (10.4 in)	\$300	\$200 each

All files must be provided in a **.jpg** or **.png** format (72 dpi, RGB mode).

Principal Connections and The Associate e-newsletter publication dates



Principal Connections publication dates:

Issue	Ad deadline	Insert deadline	Mail out
Fall 2019	July 31	Aug. 21	Week of Sept. 2
Winter 2019	Nov. 8	Nov. 27	Week of Dec. 18
Summer 2020	May 1	May 20	Week of June 8

The Associate e-newsletter publication dates:

Year 2019	Sept. 4, 18	Oct. 2, 16	Nov. 13, 27	Dec. 11
Year 2020	Jan. 8, 22	Feb. 5, 19	March 4, 18	April 1, 15, 29
	May 13, 27	June 10		

The Associate is published online every other Wednesday.

ORDER NOW

To reserve advertising space, please call John Nijmeh at 416-483-1556 ext. 28, or fax this form to 416-483-2554 *Attn: John Nijmeh*

Principal Connections print advertising

Select all issues in which the ad will be placed:

- Fall 2019 Winter 2019 Summer 2020

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:

Please ship 2,500 copies of the insert directly to the CPCO office

- Fall 2019 Winter 2019 Summer 2020

The Associate e-newsletter advertising

Select the advertising option: Option 1 Option 2

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

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

Company name _____

Contact name _____

Full mailing address _____

Phone number _____ Fax number _____

Email _____

Catholic Principals' Council | Ontario

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