

Green Teacher

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2012 ADVERTISING RATES

Reach over 15,000 North American educators!

Magazine interior (grayscale)

	1 Time	2-3 Times	4-5 Times
Full Page	\$750	\$700	\$650
2/3 Page	\$600	\$560	\$520
1/2 Page	\$450	\$420	\$390
1/3 Page	\$310	\$290	\$270
1/4 Page	\$240	\$225	\$210
1/6 Page	\$135	\$125	\$115
1/8 Page	\$120	\$110	\$100

Inside cover (four-colour process)

	1 Time	2-3 Times	4-5 Times
Full Page*	\$840	\$780	\$720
1/2 Page*	\$550	\$510	\$470

Outside back cover (four-colour process)

	1 Time	2-3 Times	4-5 Times
Full page**	\$950	\$880	\$810
1/2 page*	\$660	\$610	\$560

* Horizontal format required for half-page ads on covers

** "Full page" size: 8-1/8" (w) × 9-2/5" (h) or 20cm (w) × 24cm (h)

Bind-in advertisements printed and supplied by advertiser: \$600

- Rates are for advertisements supplied to us (please read the "Mechanical Requirements" section on the back). If time permits, we can provide customized ad design at an additional charge of 20% of the ad rate; the minimum charge for this is \$45.
- Canadian ads are subject to GST/ HST (GST #124125337).

GREEN TEACHER magazine, now in its 21st year, is the only publication in North America dedicated entirely to helping educators promote environmental and global awareness among young people from elementary through high school.

Circulation:

Paid subscribers: 3,900
 Bulk copy/back issue sales: 200
 Newsstand sales: 900
 Controlled/direct request: 1,200
 Estimated readership: 15,000

Readership profile:

- 72% classroom teachers, school librarians, outdoor educators
- 10% education consultants, administrators, teacher educators
- 9% community educators, non-governmental organizations
- 9% educators at state/provincial/national parks, conservation districts, other government agencies

Regional distribution (all copies):

51% USA, 45% Canada, 4% others

Subscriber distribution:

Canada

20% BC and northern territories
 8% Prairie provinces
 14% Central Canada
 3% Atlantic Canada

United States

11% Mountain/Pacific
 10% Northcentral
 8% Southcentral
 22% New England/Atlantic
 Other countries 4%

For more information, call or email us: 1-888-804-1486, info@greenteacher.com

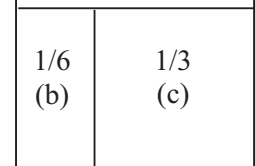
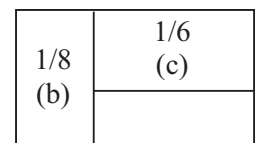
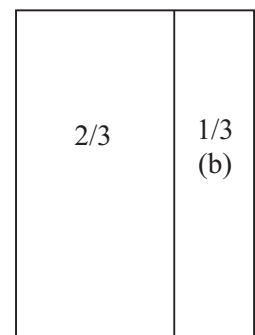
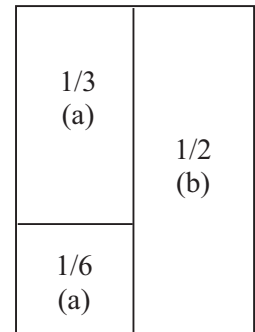
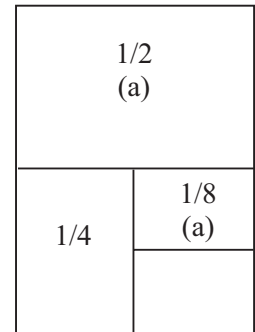
ADVERTISING POLICY: Green Teacher accepts advertisements for products, services and events related to education, the environment and other global issues. Positioning of advertisements is at the discretion of the publisher except by prior arrangement.

PUBLISHING DATES: Green Teacher is published four times per year. Contact us for the current ad reservation and copy deadlines. The deadlines for reserving ad space are typically:

September 1 for the Fall issue
 November 15 for the Winter issue
 March 1 for the Spring issue
 May 15 for the Summer issue

Advertisement Dimensions

	Imperial (inches)		Metric (centimeters)	
	Width	Height	Width	Height
Full Page	7"	9-11/16"	17.8 cm	24.6 cm
2/3 Page	4-5/8"	9-11/16"	11.8 cm	24.6 cm
1/2 Page	(a) 7"	4-13/16"	17.8 cm	12.2 cm
	(b) 3-3/8"	9-11/16"	8.6 cm	24.6 cm
1/3 Page	(a) 3-3/8"	6-1/2"	8.6 cm	16.5 cm
	(b) 2-3/16"	9-11/16"	5.5 cm	24.6 cm
	(c) 4-5/8"	4-13/16"	11.8 cm	12.2 cm
1/4 Page	3-3/8"	4-13/16"	8.6 cm	12.2 cm
1/6 Page	(a) 3-3/8"	3-1/8"	8.6 cm	7.9 cm
	(b) 2-3/16"	4-13/16"	5.5 cm	12.2 cm
	(c) 4-5/8"	2-3/8"	11.8 cm	6.0 cm
1/8 Page	(a) 3-3/8"	2-7/16"	8.6 cm	6.2 cm
	(b) 2-3/16"	3-5/8"	5.5 cm	9.2 cm
Full Page cover	7-1/8"	10"	18.1 cm	25.4 cm
1/2 Page cover	7-1/8"	4-15/16"	18.1 cm	12.5 cm



MECHANICAL REQUIREMENTS:

- Printing is on an offset press using a 150-line screen and uncoated paper. (Please note that material printed on uncoated paper will appear slightly darker than on screen. To ensure your artwork appears as intended when printed, please compensate for 16% dot gain.)
- Halftones/photos: minimum scan resolution is 300 dots per inch (dpi).
- Send your ad as a high-resolution PDF file (set to 600 dpi, fonts embedded, no downsampling of images), or as a TIFF file. Please email the file to us or send it on a CD.

It is the responsibility of the advertiser to ensure that ads are properly sized and formatted to our specifications.