

# Green Teacher

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## 2017 ADVERTISING RATES

Reach over 15,000 North American educators!

### Black and white

	1 Time	2-3 Times	4-5 Times
<b>Inside</b>			
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 black and white

Full page	\$800	\$750	\$700
1/2 page*	\$520	\$490	\$460

### Four-color process (inside/outside covers only)

Outside back cover		Inside front & back cover	
Full page	\$900	Full page	\$840
		1/2 page*	\$550

\*Horizontal format required for half-page cover ads

**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 24th year, is the only publication in North America dedicated 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. We will position ads in every section of Green Teacher except the Resources section, which is reserved for editorial evaluation of teaching resources. 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:

November 15 for the Winter issue  
 February 15 for the Spring issue  
 May 15 for the Summer issue  
 August 15 for the Fall issue

## Advertisement Dimensions

	Imperial (inches)		Metric (centimeters)	
	Width	Height	Width	Height
<b>Full Page</b>	7"	9-11/16"	17.8 cm	24.6 cm
<b>2/3 Page</b>	4-5/8"	9-11/16"	11.8 cm	24.6 cm
<b>1/2 Page</b>	(a) 7" (b) 3-3/8"	4-13/16" 9-11/16"	17.8 cm 8.6 cm	12.2 cm 24.6 cm
<b>1/3 Page</b>	(a) 3-3/8" (b) 2-3/16" (c) 4-5/8"	6-1/2" 9-11/16" 4-13/16"	8.6 cm 5.5 cm 11.8 cm	16.5 cm 24.6 cm 12.2 cm
<b>1/4 Page</b>	3-3/8"	4-13/16"	8.6 cm	12.2 cm
<b>1/6 Page</b>	(a) 3-3/8" (b) 2-3/16" (c) 4-5/8"	3-1/8" 4-13/16" 2-3/8"	8.6 cm 5.5 cm 11.8 cm	7.9 cm 12.2 cm 6.0 cm
<b>1/8 Page</b>	(a) 3-3/8" (b) 2-3/16"	2-7/16" 3-5/8"	8.6 cm 5.5 cm	6.2 cm 9.2 cm
<b>Full inside cover</b>	7-1/8"	10"	18.1 cm	25.4 cm
<b>1/2 inside cover</b>	7-1/8"	4-15/16"	18.1 cm	12.5 cm
<b>Back cover</b>	7-1/8"	8-7/16"	18.1 cm	21.4 cm

### MECHANICAL REQUIREMENTS:

- Printing is on an offset press using a 150-line screen and uncoated paper.
- 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 an encapsulated postscript (EPS) file, or as a TIF file. If you are not sure how to create these file formats, please call us. Email the file to us at [info@greenteacher.com](mailto:info@greenteacher.com) or send it on a CD.
- To ensure that your ad will appear just as you designed it, it's a good idea to fax or mail a hardcopy so that we can compare your print with what we are seeing on our screen.

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

