

Canadian School Counsellor

A magazine for Canada's High School Guidance Teacher-Counsellors

High school guidance teacher-counsellors are among the most influential figures in our secondary school system. Both advocate and advisor, today's counsellors not only assist students through a variety of issues, they help them make informed choices about their education and career goals that will ultimately shape the course of their young lives.



National Distribution: 3300 print and 4200 electronic copies

Canadian School Counsellor is the only national magazine created specifically for high school guidance teacher-counsellors in Canada. The magazine is nationally distributed to all 3300 high schools across the country at key times during the school year; January, May and September.

Bilingual Content

We reach both English and French-speaking readers. In addition to our English content, every issue of **Canadian School Counsellor** has a French translation of our cover story and at least 2 other feature stories relevant to our French readership.

Targeted Readership

Our readership is 100% qualified. Each issue of both our print and electronic magazines are sent directly to our regularly updated list of School and Career Counsellors across Canada, ensuring your message is delivered to the intended audience in the place it has the most impact - right in their office.

News-stand Quality Design & Must-Read Content

Designed to inform and engage guidance teacher-counsellors, **Canadian School Counsellor** keeps them up to date on the latest developments in their field through one-to-one interviews with renowned experts, articles of interest on today's hot-button topics as well as shared ideas, strategies and real-life experiences from fellow counsellors. Our high-quality content is tailored to their professional needs. Between the covers of the magazine are engaging pages of topical information to keep guidance teacher-counsellors informed as they advise students regarding university requirements, study skills, post-secondary financial support and career development in addition to the latest developments in providing care and attention to youth coping with problems and transitions.

Maximum Value Exposure

Canadian School Counsellor magazine maximizes your advertising dollars as it is the only publication of its type that specifically targets High School and Career Counsellors in Canada. While other school counsellor magazines include in their circulation; elementary, middle and junior high schools, our magazine will be received exclusively by those professionals who directly council young people that are making decisions about career and post secondary education opportunities.

Environmentally Conscious

Canadian School Counsellor magazine is published using state of the art environmentally sound printing processes and prints on Forestry Stewardship Council (FSC) certified paper.

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CANADIAN SCHOOL
Counsellor

Canada's National High School Counsellor Resource

Testimonials

Here are some comments that we have received from School Counsellors and Advertisers regarding Canadian School Counsellor magazine.

Canadian School Counsellor Magazine is an excellent resource for all school counsellors. Articles on personal wellness, career information, and counselling strategies provide readers with an engaging, easy to read, and uniquely Canadian perspective on issues related to school counselling. I use this magazine as a supplementary resource in my graduate level counsellor preparation courses at The University of Winnipeg.

Jan Stewart, PhD., Faculty of Education
The University of Winnipeg

The magazine looks fantastic! I find the quality superb and look forward to reading all the interesting articles.

Jennifer Sheremeto, Marketing Specialist
Canadian Automotive Institute - Georgian College

It is wonderful to have a Canadian resource for School Guidance Counsellors. From the book reviews to the articles - everything is comprehensive, current and easy to read and use. Great publication - Thank you!

Dianne Kay, Student Services Learning Specialist
School District 18, Fredericton, NB

The Canadian School Counselor Magazine is an excellent resource for all teachers. The articles provide many tips and ideas to support students and staff. I recommend that all read it.

Janeen Ferriss, Head of Guidance, Moira Secondary School

Canadian School counsellor is one of the best professional magazines I've read in a long time. I am most impressed by the comprehensive selection of articles - there really is something for everyone from grief counselling to the effects of noise pollution. It has the kind of articles that we always seek regarding how to care for our students and then goes one or two steps further presenting us with thoughts about taking care of ourselves. Ideas are presented with clarity and humour...who knew a tidy desk is so important!

The magazine is also visually appealing while offering a variety of useful resources for both counsellors and students. I'm looking forward to the next issue.

Laura Leitch, Student Services and COOP Head
Bishop Tonnos Catholic Secondary School, Ancaster, ON

The articles in the magazine, Canadian School Counsellor are positive, uplifting and useful. From stories on role models (Susan Aglukark) to articles about teachers and community members helping youth become global citizens, there is something useful in here for teachers and students. I also like the advertising as well because the magazine highlights public and private schools and careers in areas that students are interested in. I have already shown students in my careers class some of the articles and schools advertised in your magazines such as " A Cut Above the Rest" and "The Stars Behind the Scenes". Thank you for sending us another copy. I will circulate it around our office as well as in my careers class. The stories are very positive. Thanks again.

Dianne Rutter
West Hill Secondary School, Owen Sound, ON

I had a look at two of your issues last night and was impressed with the articles presented. Both the range of articles and the fact that they were easy to read and understand makes it a valuable tool for all who are counselling students.

Don Cosens
Queen Elizabeth Secondary School, Surrey, BC

Rate Card

Canadian School Counsellor

Tri-annual Magazine

Net Full-Colour Rates Per Issue	1X	2X	3X
Double Page Spread	\$4400.00	\$4100.00	\$3800.00
Outside Back Cover	\$3400.00	\$3200.00	\$3000.00
Inside Front Cover	\$3100.00	\$2875.00	\$2650.00
Opposite Inside Front Cover (page 3)	\$3100.00	\$2875.00	\$2650.00
Opposite Table of Contents	\$3100.00	\$2875.00	\$2650.00
Inside Back Cover	\$2950.00	\$2725.00	\$2500.00

PRIME POSITIONS ALLOTTED ON A FIRST-COME FIRST-SERVED BASIS

Full Page	\$2750.00	\$2525.00	\$2300.00
2/3 Page	\$2225.00	\$2075.00	\$1925.00
1/2 Page Island	\$1975.00	\$1825.00	\$1675.00
1/2 Page	\$1575.00	\$1450.00	\$1350.00
1/3 Page	\$1200.00	\$1100.00	\$1000.00
1/4 Page	\$900.00	\$825.00	\$750.00
1/6 Page	\$750.00	\$690.00	\$630.00

SPECIAL REQUEST AD PLACEMENTS ALLOTTED ON A FIRST-COME FIRST-SERVED BASIS

2011/2012 Production Schedule

	Distribution Date	Booking Deadline	Materials Deadline
Fall 2011	September 8/11	August 12/11	August 17/11
Winter 2012	January 8/12	December 14/11	December 16/11
Spring 2011	May 18/12	May 4/12	May 8/12

Direct Mail / Outsert Opportunities

Showcase your organization by packaging your brochure, post card or promotional piece inside the clear plastic bag that **Canadian School Counsellor** magazine is mailed in. Your message commands exceptional targeted exposure with this advertising medium. Ask us for a quote on your particular distribution requirements. Outserts can be distributed country wide or zoned regionally by province.



The Digital Edition of Canadian School Counsellor magazine.

This high-end interactive version of the print magazine will be emailed to 4200 School and Career Counsellors in Canada. This eco-friendly publication is the preferred delivery format of a significant number of our readers.

Placing your advertisement in the print version of **Canadian School Counsellor** magazine will automatically include you in our e-mag circulation. Plus your ad will be "Hot Linked" directly to your website.

Enhance your company's presence in the electronic edition of the **Canadian School Counsellor** magazine through these unique electronic options!

Digital Advertising Options/Rates	Per Issue
Digital Edition Sponsorship Lead Page	\$1500
Integration of Video Clips	\$350 per minute (minimum charge of \$1000)
Integration of Audio Clips	\$350 per minute (minimum charge of \$1000)
Integration of Flash elements	\$700 per element
Sponsorship Positions Vertical Banner	\$600 per spot
Sponsorship Positions Horizontal Banner	\$500 per spot
Bellyband	\$1100 (2 pages, 2 sided)
BRC/Insert Card	\$750 per card (2 pages, 2 sided)
Readers Survey's Questionnaires	\$2200 per survey (10 questions)
Gatefold	\$1200
Pulsating Link/Link Fades	\$600 per product
Ad-Jolt	\$700 per element
Tabs	\$700 per element
Ad-Gen	\$1600 per element

Clicking on the following link will provide you with an opportunity to view the above options and their capabilities.

<http://www.nxtbook.com/dawson/marketzone/salesbook/>

Technical Specifications

Canadian School Counsellor Magazine

Magazine Specifications

Canadian School Counsellor magazine is printed on a modern 4-colour offset press that is capable of high-resolution (200 line screen) reproduction. This superior printing process produces a finished product with increased sharpness and richer colour saturation than most typical trade publications. The trimmed page dimensions are a full 8.5" x 11", the magazine is saddle-stitched and printed on FSC certified matte finished coated stock.

Artwork Requirements

For optimum reproduction all digital colour files should be supplied in CMYK mode at 400 dpi resolution. Greyscale artwork should be provided at 400 dpi, and line art should be at 800 dpi.

Accepted file formats are High-res PDF, EPS, TIFF or JPEG. All fonts should be embedded in the file.

Upload Instructions

Upload your press ready files or your photos, logos and send your ad text in a word document to:

<http://dropbox.yousendit.com/trevorshirliff>

Or contact your sales agent and they will send you a link to their dropbox site.

Design Services

The Publisher has a free professional ad design service available for magazine and direct mail advertisers.

Size	Width	Height	Size	Width	Height
Double Page Spread Bleed	17.25"	11.25"	1/3 Page Horizontal	6.83"	3.17"
Full Page No Bleed	6.83"	10"	1/3 Page Vertical	2.17"	10"
Full Page Bleed	8.75"	11.25"	1/4 Page Horizontal	4.5"	3.83"
2/3 Page Horizontal	6.83"	6.5"	1/4 Page Vertical	3.33"	4.91"
2/3 Page Vertical	4.5"	10"	1/6 Page Horizontal	4.5"	2.5"
1/2 Page Horizontal	6.83"	4.91"	1/6 Page Vertical	2.17"	4.91"
1/2 Page Vertical	3.33"	10"	1/8 Page Horizontal	3.33"	2.375"
1/2 Page Vertical Island	4.5"	7.83"	1/8 Page Vertical	2.17"	3.83"
1/3 Page Square	4.5"	4.5"			

