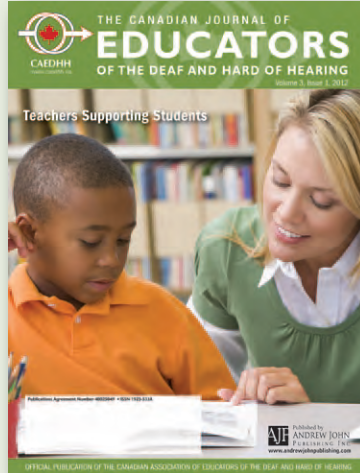




# 2013 Advertising Rates

## THE CANADIAN JOURNAL OF **EDUCATORS** OF THE DEAF AND HARD OF HEARING

### TARGETED AND IMPORTANT AUDIENCE



The *Canadian Journal of Educators of the Deaf and Hard of Hearing (CJEDHH)* is the official publication of the Canadian Association of Educators of the Deaf and Hard of Hearing (CAEDHH). CAEDHH is a national, professional organization of individuals dedicated to the educational development of individuals who are deaf and hard of hearing in Canada. Full, associate or student membership is open to those actively involved in the education of deaf and hard of hearing individuals, or those enrolled in teacher training programs leading to qualification as educators of the deaf and hard of hearing.

CJEDHH will reach 1,000 teachers and administrators that specialize in working with deaf and hard of hearing children. This important target audience represents a key part of the decision making process for programs, hardware, and software used in the education of students that are deaf or hard of hearing.

### COMPLIMENT YOUR ADVERTISEMENT WITH A BANNER AD AND LINK ON e-EDHH NEWS

e-EDHH News is the official electronic newsletter of the *Canadian Association of Educators of the Deaf and Hard of Hearing*. This timely newsletter is emailed to all members and provides updates on activities and conferences, special programming and government news, as well as insight into products and services available to these teachers. The newsletter will act as an extension of the Journal and provides a forum for discussion and enlightenment.

For 2013, when you book any size, full color display ad in *CJEDHH*, you will receive a banner advertisement with links to your web site on e-EDHH News at half price. e-EDHH News will be emailed to all members in March and September 2013. Typically, the cost of this banner advertising is \$750.00 per issue, but as a special thank you for your support, we are happy to provide this service to all *CJEDHH* advertisers for only \$375.00.



**CAEDHH**  
www.caedhh.ca

Official publication of the  
Canadian Association of Educators  
of the Deaf and Hard of Hearing

Published by  
**AJP** ANDREW JOHN  
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### CONTACT INFORMATION

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Official publication of the Canadian Association of Educators of the Deaf and Hard of Hearing



**CAEDHH**  
www.caedhh.ca



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2013 ADVERTISING COLOUR RATES (gross)		2013 BLACK & WHITE CLASSIFIED ADVERTISING RATES (gross)	
Cover	\$1,020.00	Full	\$630.00
Full Page	\$775.00	Half Page	\$490.00
Half Page	\$525.00	Third Page	\$395.00
Third Page	\$420.00	Quarter Page	\$340.00
Quarter Page	\$365.00		

#### CJEDHH Closing Dates

	Advertising Closing	Ad Material Closing	Mail
Issue 1	May 10, 2013	May 24, 2013	June 2013
Issue 2	Nov 8, 2013	Nov 22, 2013	Dec 2013

#### Ad Material Dimensions



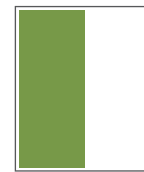
Full Page Bleed  
8 3/8" x 11"



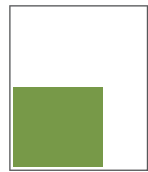
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8 1/8" x 10 3/4"



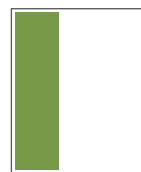
Half Page Horizontal  
6 7/8" x 4 5/8"



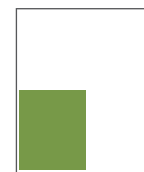
Half Page Vertical  
3 5/16" x 9 1/2"



Third Page Square  
4 1/2" x 4 1/2"



Third Page Vertical  
2 1/8" x 9 1/2"



Quarter Page  
3 1/2" x 4 1/4"

#### Ad Material Specifications

Electronic files only. Colour proof to accompany files. Ads should be in Adobe Photoshop, Illustrator, QuarkXPress or InDesign. Provide all fonts and support files (e.g., scans). Ads should be supplied to correct size, include additional .125" bleed on full page ads. Email, Internet or ftp transfer. FTP instructions available upon request. Ad production/design, if required, is available and is billed in addition to advertising rates.

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