



TESL Canada 2012 Booklet Advertising

Advertising rates for the TESL Canada 2012 Conference Booklets are attached. Sizes indicated are actual advertisement size, with the margins set at 1 inch for the left, right, top, and bottom.

Please send an email with your expression of interest in advertising in the conference booklet or for inserts and fliers to tc2012@tru.ca.

Advertisements printed inside the Conference Booklets

Advertisements that will be printed in the pre-conference and conference booklets will appear as gray, black, and white. Colour ads may also be sent, but they will appear as gray, black, and white when printed. Inside front cover ads and back cover ad may be in colour. Please send ads for the conference book(s) as a PDF to tc2012@tru.ca. **Advertisements must be ready to use.** For example, if you'd like a half-page ad, please send us an ad that is half a page, with the correct size dimensions.

Inserts and Fliers

Please send copy of the insert or flier by email or regular mail to the TESL Canada 2012 conference chairs at tc2012@tru.ca for review before you print copies. Once your ad is approved, you will be contacted and asked to pay the advertising fee. You will then be responsible for preparing the specified print-ready copies for insertion into the conference bags. Please feel free to use any coloured paper, or coloured printing, if you like. Please mail all printed advertisements to Thompson Rivers University, 900 McGill Road, Kamloops, BC, Canada V2C 0C8 by the specified deadline(s).

Payment

All payments are to be made to "TESL Canada 2012 Conference." Please arrange payment through our office. Ads will only be placed into books once payment is made. Thank you.

Issue	Deadline for submission
August Pre-Conference Booklet On-line distribution	<i>June 15th, 2012</i>
October 15 th – 17 th , 2012 Conference Booklet Approximately 1000 booklets printed	<i>August 30th, 2012</i>
Inserts and Fliers	<i>September 30th, 2012</i>

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Advertising Rates for Conference Booklets			
Size length x width	Price	HST – 12%	Total*
Full page (25 cm x 18.5 cm)	\$400.00 CAD	\$48.00 CAD	\$448.00 CAD
½ inside page (12.25 cm x 18.5 cm)	\$250.00 CAD	\$30.00 CAD	\$280.00 CAD
1/4 inside page (12.25 cm x 9.25 cm)	\$150.00 CAD	\$18.00 CAD	\$168.00 CAD
Full-page inside front cover (colour) (25 cm x 18.5 cm)	\$500.00 CAD	\$60.00 CAD	\$560.00 CAD
Half-page inside front cover (colour) (12.25 cm x 18.5 cm)	\$400.00 CAD	\$48.00 CAD	\$448.00 CAD
Half-page back cover (colour) (12.25 cm x 18.5 cm)	\$400.00 CAD	\$48.00 CAD	\$448.00 CAD

Advertising Rates for Inserts & Fliers			
Size	Price	HST – 12%	Total*
1 page	\$400.00 CAD	\$48.00 CAD	\$448.00 CAD
½ page or smaller	\$250.00 CAD	\$30.00 CAD	\$280.00 CAD

- Your company is responsible for printing all copies and mailing them to the office.
- Printing can be on any coloured paper, and with text/pictures in black & white or colour.

***Rates are payable in CAD or USD to:**

TESL Canada 2012 Conference
 c/o English as a Second Language Department
 Thompson Rivers University
 900 McGill Road
 Kamloops, BC, Canada
 V2C 0C8