

ADVERTISING RATE CARD 2024

ARTA
ALBERTA RETIRED
TEACHERS' ASSOCIATION

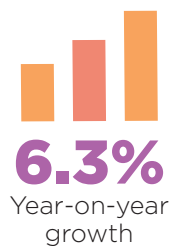
The Alberta Retired Teachers' Association (ARTA) was established in 1963 as a province-wide organization. Its goal was to offer social activities to its members and to look at issues affecting retired teachers. Since then, ARTA has grown to provide services to its members including: some of the **best health benefit plans** in the country, **travel insurance**, **wellness information** and activities, **advocacy**, **scholarship awards** for family members, a **discount program**, **social activities**, and other benefits.

ARTA continues to experience tremendous growth and currently has **over 30,000** members within the education, public, and private sectors. ARTA's members are spread across Canada, with over 80% of members residing in Alberta.

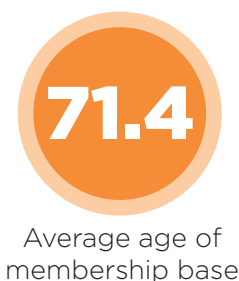
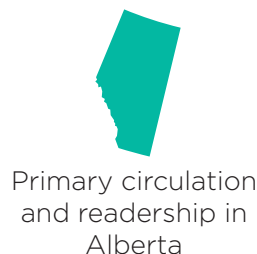
ARTA's mission is to support an engaged lifestyle after retirement through **member-centred services**, **advocacy**, **communication**, **wellness**, and **leadership**.

If you are a **non-profit or charitable organization**, please contact us for options within your budget.

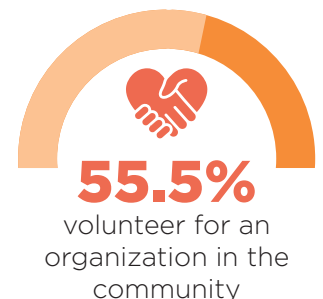
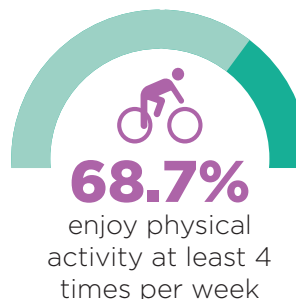
Membership



Demographics



Psychographics



For all advertising
inquiries, email
marketing@arta.net

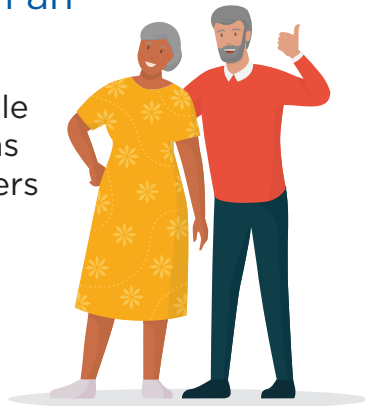
Sources:

2022-2023 Annual Report
Strategic Plan 2020 - 2025
November 2022 Member
Survey

SUBMISSION GUIDELINES

ARTA's membership is made up of older adults, with an **average age of 71**.

We uphold the following style guidelines in our publications and encourage our advertisers to consider them when designing their advertising.



Easy to read fonts



Minimum font size of 12



High contrast between text and background colour



Appropriate amount of white space



High-quality images

Ad Examples

DO



- ✓ High colour contrast
- ✓ Adequate white space
- ✓ Large, easy-to-read font

DO NOT



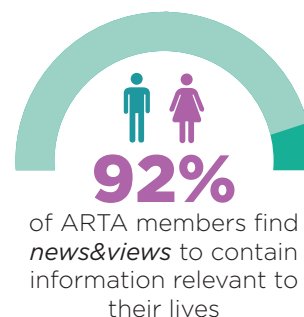
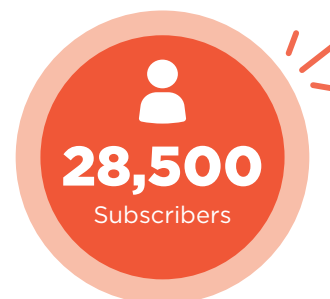
- ✗ Low colour contrast
- ✗ Minimal white space
- ✗ Font is difficult to read

news&views is a quarterly magazine distributed to ARTA's members and partners. It is produced as both a **print** piece and available for **online** subscription through the Joomag app. An average length of 56 pages, each issue of the magazine is full of articles on topics covering **ARTA**, **wellness**, **travel**, and **general interest**.

To the best abilities of the editorial team, advertising is placed next to relevant articles for maximum impact.

The **ARTA Bulletin Board** allows for classified ads between **25 – 200 words** in length. Ads are available on a first come, first served basis. **Note:** we do not allow paid bulletin board ads for obituary or in memoriam content.

For information on writing an article, please contact nvsubmit@arta.net for submission guidelines. Submission deadlines are the same as the ad copy deadlines listed below.



Advertising Rates and Specifications

SPACE	SIZE	ADVERTISER RATE	ARTA MEMBER RATE
Outside Back Cover	Bleed: 9.5" x 9.75" Trim: 9" x 9.25"	\$3,000/ad	\$1,500/ad
Inside Front or Inside Back Cover	Bleed: 9.5" x 12" Trim: 9" x 11.5"	\$2,500/ad	\$1,000/ad
Full Page	Bleed: 9.5" x 12" Trim: 9" x 11.5"	\$2,000/ad	\$1,000/ad
Page (Horizontal)	8" x 5"	\$1,000/ad	\$500/ad
Page (Vertical)	2.25" x 10.5"	\$750/ad	\$350/ad
Bulletin Board	25 – 200 Words	\$250/ad	\$100/ad
Full Page Advertorial	400 – 450 words	\$1,750/article	\$750/article
Half Page Advertorial	~200 Words	\$1,100/article	\$600/article

Deadlines

ISSUE & THEME	AD COPY DEADLINE	DISTRIBUTION
Spring: "Dreams for the Future "	January 20	March 10
Summer: "Flower Power"	April 20	June 13
Autumn: "Colours"	July 20	September 8
Winter: "Mindfulness"	October 20	December 5

ARTAfacts is a monthly digital newsletter emailed to **over 27,000** members. View the latest ARTAfacts newsletter here: arta.net/artafacts

90%

of ARTA members are subscribed to ARTAfacts

75.11%

average open rate

96%

of readers find the information useful

3,525

average click thrus per issue

296

average ad clicks per issue

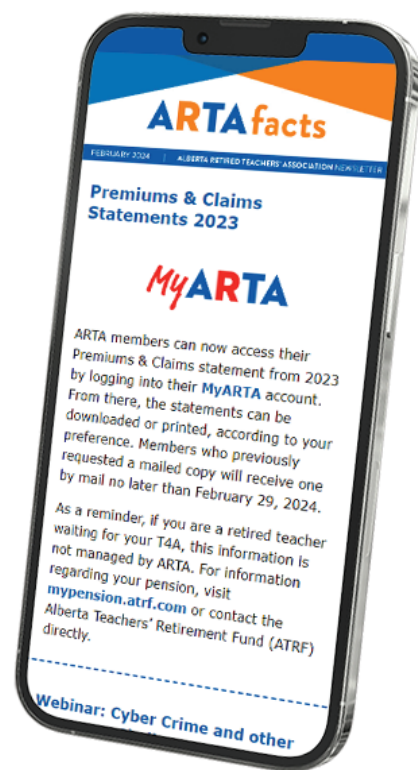
Source:
2023 Envoke Statistics

Advertising Rates and Specifications

SPACE	SIZE	ADVERTISER RATE	ARTA MEMBER RATE
Banner	8" x 1.5"	\$1,000/ad	\$500/ad
Ad Block	4" x 2 1/3"	\$500/ad	\$250/ad
Bulletin Board Ad	250 words or less	\$500/ad	\$250/ad

Deadlines

ISSUE	AD COPY DEADLINE	DISTRIBUTION
January	January 12	January 24
February	February 2	February 14
March	March 8	March 20
April	April 5	April 17
May	May 3	May 15
June	June 7	June 19
July	July 12	July 24
August	August 9	August 21
September	September 6	September 18
October	October 11	October 23
November	November 8	November 20
December	December 6	December 18



ARTAscripts

EMAIL NEWSLETTER

ARTAscripts is a digital newsletter emailed to **over 1,400** pharmacy customers.

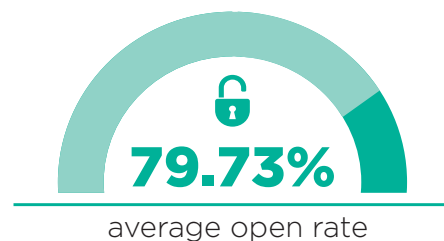


Advertising Rates and Specifications

SPACE	SIZE	ADVERTISER RATE	ARTA MEMBER RATE
Banner	150 px high 660 px wide	\$500/ad	\$250/ad

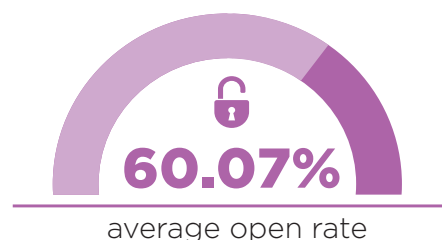
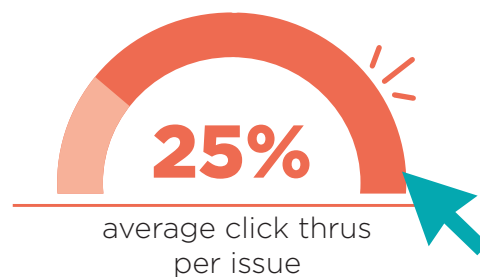
Deadlines

ISSUE	AD COPY DEADLINE	DISTRIBUTION
January	January 25	January 31
February	February 15	February 21
March	March 21	March 27
April	April 18	April 24
May	May 16	May 22
June	June 20	June 26
July	July 24	July 31
August	August 22	August 28
September	September 19	September 25
October	October 24	October 30
November	November 21	November 27
December	December 13	December 20



For all advertising inquiries, email marketing@arta.net

ARTAcles is a digital newsletter emailed quarterly to **over 400** ARTA members who are still **actively teaching**. Passionate about their careers in the education sector but planning for retirement, ARTAcles connects teachers with information and resources to assist them on their journey.



Advertising Rates and Specifications

SPACE	SIZE	ADVERTISER RATE	ARTA MEMBER RATE
Banner	150 px high 660 px wide	\$500/ad	\$250/ad

Deadlines

ISSUE	AD COPY DEADLINE	DISTRIBUTION
February	January 26	February 6
May	April 26	May 7
August	August 16	August 27
November	November 1	November 12

