



Canadian Association of Second Language Teachers
Association canadienne des professeurs de langue seconde

ADVERTISING GUIDELINES

As a not for profit organization, CASLT relies and appreciates the financial support from both businesses and individuals who share CASLT's mission and vision in regards to language teaching in Canada. As recognition, advertisers receive two copies of the issue in which they advertised as well as an acknowledgement of their support in the CASLT Annual Report.

For *Réflexions*, CASLT accepts advertising publicity from both public and private organizations such as educational publishers, organizations offering products that may be of interests for language teachers or that are related to language teaching or that may provide a direct incentive for CASLT's members, travel agencies, language learning centres, etc. Nonetheless, the editorial committee reserves the right to refuse any advertising that displays bad taste or is contrary to CASLT's mission and values.

Réflexions' editorial board works to adhere to the Canadian Magazine Industry's Advertising/Editorial Guidelines. These guidelines can be consulted on the Canadian Magazine Industry's Web site at http://www.magazinescanada.ca/uploads/File/Membership/Advertising-Editorial_Guidelines_2010.pdf.

Advertising Rates - prices for advertising in *Réflexions* are as follows:

- 1/4 PAGE: \$250.00 ;
- 1/2 PAGE: \$500.00 ;
- FULL PAGE: \$1,000.00 ;
- Flyer insert : \$750.00;
- Brochure/catalogue inserts (brochure or catalogue): \$750.00, plus postage weight per item.

Discounted rates – CASLT Sponsors and Institutional Members are eligible to receive discounts on advertising rates.

- Institutional Members : Institutional members are eligible to a 50% discount on the advertising cost of the first ad and 10% discount on the following ads in subsequent issues of *Réflexions*.
- Sponsors : Sponsors receive discounts as rewards based on their sponsorship level. Sponsorship levels rewards are detailed on the CASLT Web site at http://www.caslt.org/community/community-sponsors-levels_en.php.

The Deadlines for reserving and sending advertisements are as follows:

- December 31st for the February issue;
- March 31st for the May issue;
- August 31st for the October issue.