

# CAP JOURNAL

THE CANADIAN RESOURCE FOR SCHOOL BASED LEADERSHIP

## 2025 MEDIA KIT



**FOR PRINCIPALS  
ACROSS CANADA**

The Canadian Association of Principals (CAP) has represented the views and opinions of Principals and Vice-Principals across Canada since 1977. Their mission is to represent the professional perspectives of their members at a national level and to provide the leadership necessary to ensure quality educational opportunities for Canadian students.



FEATURING:  
**THE FLIPSIDE**

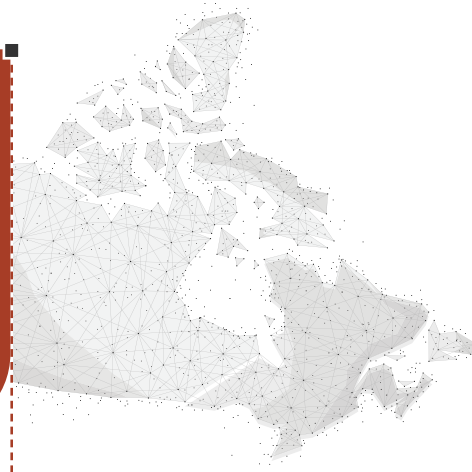


## DISTRIBUTION: 5,600 COPIES

The CAP Journal is the only national magazine created specifically for school Principals and Vice-Principals in Canada. The Journal is published and distributed nationally at key times during the school year; February, May and September. The magazine is also produced in a fully interactive digital format and is available to be viewed online by all CAP members and affiliate members.



CAP members are instrumental in the purchasing decisions made for their respective schools. The CAP Journal reaches key decision makers in Canada's multi-billion dollar education market. This is a great way to showcase your company's products and services to this vital and stable market.



## THE CONTENT

Published tri-annually, this magazine is designed to inform and engage CAP members, by keeping them up to date on the latest developments in elementary and secondary education in Canada.

The FlipSide is literally "the flipside" of the CAP Journal. This publication is designed specifically for teachers, giving them a voice and platform to share and discuss concerns and experiences with their peers.

Between the covers of both titles are pages of engaging and resourceful information tailored to the reader's professional needs. Acting as a communication and resource tool, these publications keep the readers abreast of what is current within their profession on the national level.



## ENVIRONMENTALLY AWARE

Both titles are published using state of the art environmentally sound printing processes and is printed on Forestry Stewardship Council recycled certified paper.



Donna Billey, Account Executive

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### ■ DIRECT MAIL / OUTSERT OPPORTUNITIES

Showcase your organization by including a unique direct mail or promotional piece within the protective poly bag that the CAP Journal is mailed in. Distribute multi-page promotional materials or DVD's that contain in-depth information about your organization and what it has to offer to Canada's school administrators. This flexible option enables the advertiser to communicate additional information and geo-target it to the specific regions of the country that they want to reach!

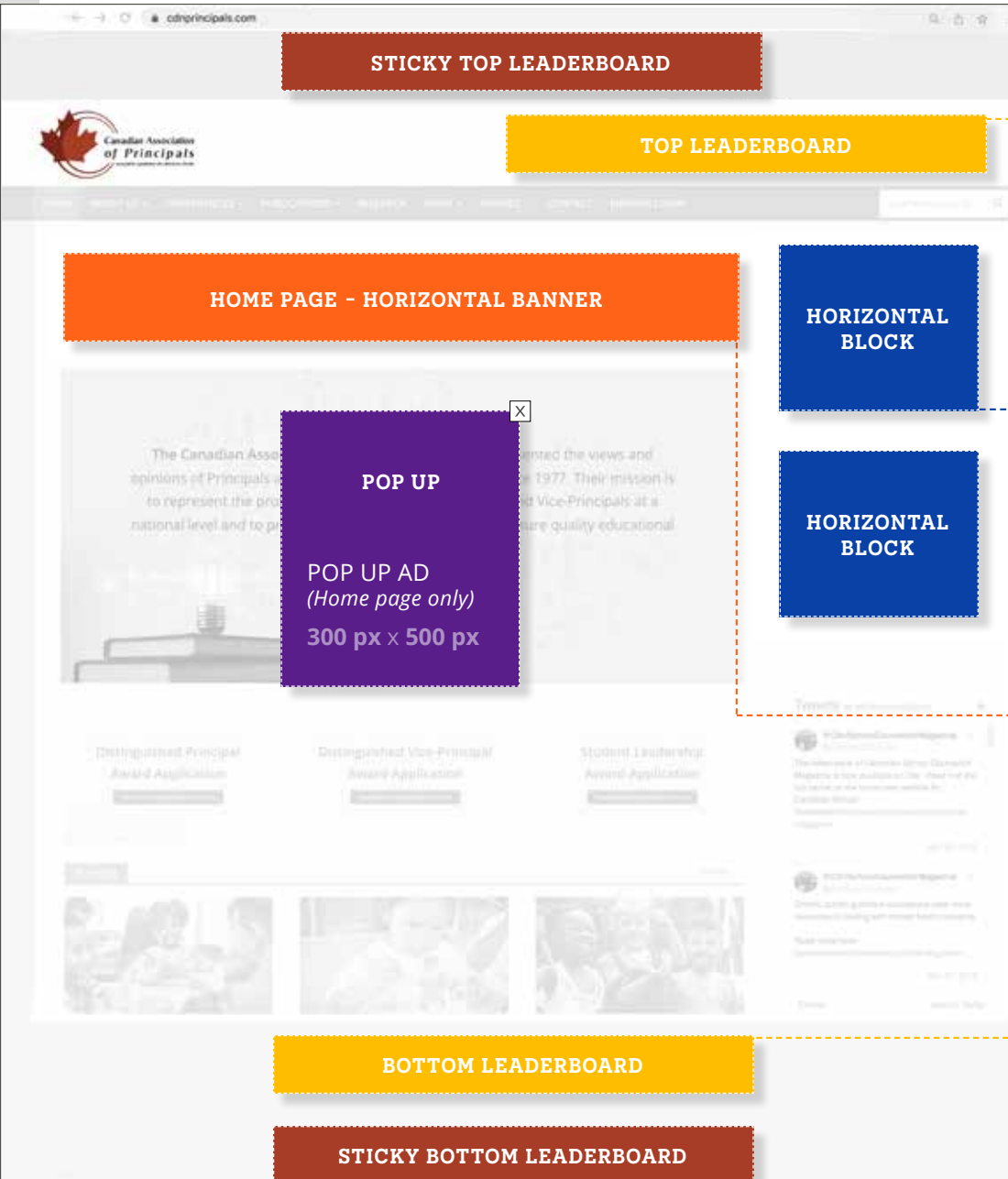
See page 7 for detailed distribution.

### ■ PRODUCTION SCHEDULE

ISSUE	MATERIAL DEADLINE	DISTRIBUTION DATE
Winter 2025	January 7, 2025	February 3, 2025
Spring 2025	April 14, 2025	May 13, 2025
★ Early Bonus Distribution at CAP's Conference in May		
Fall 2025	September 23, 2025	October 16, 2025

# CAP'S WEBSITE PROVIDES YOU WITH **VALUE-ADDED PRESENCE** TO SHOW YOUR SUPPORT OF THIS NATIONAL ASSOCIATION.

## HOME PAGE



■ TOP LEADERBOARD HORIZONTAL BANNER\*  
*Rotating, ROS*

728 px x 90 px

■ HORIZONTAL BLOCK\*  
*Static, ROS*

300 px x 250 px

■ HOME PAGE, HORIZONTAL BANNER  
*Static, Home page only*

1170 px x 158 px

■ BOTTOM LEADERBOARD, HORIZONTAL BANNER  
*Rotating, ROS*

728 px x 90 px

## DIGITAL ARTWORK REQUIREMENTS

For optimum quality, all online digital files should be supplied in RGB mode at 150 dpi resolution. Accepted file formats are high-resolution GIF, JPEG or PNG.

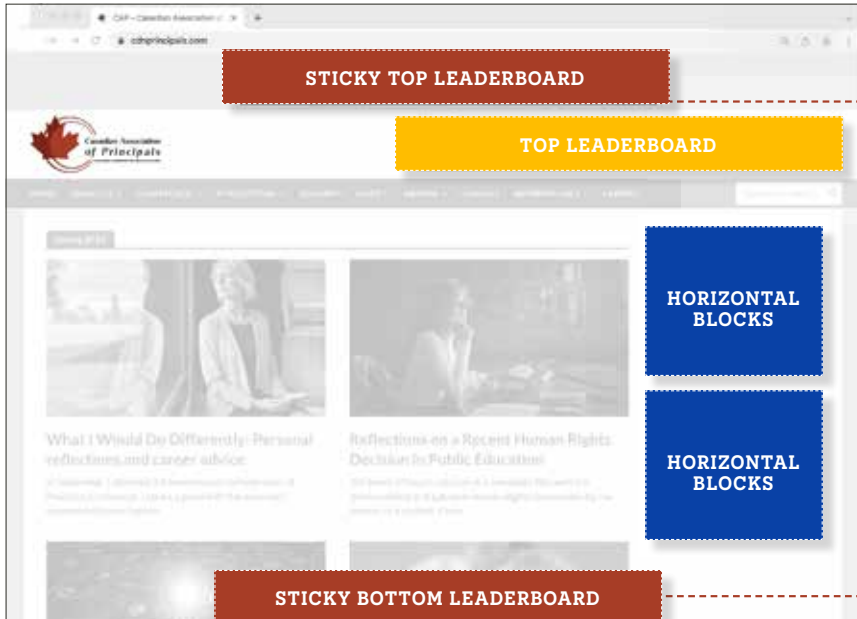
\*all online advertising will be invoiced at the onset of each campaign

## PREMIUM STICKY POSITIONS

Sticky ads will remain at the top or bottom of the page and stay visible while viewers scroll. Ads are always visible to the site's visitors, which increases ad viewability and dwell time.



## SUBSEQUENT PAGES



■ STICKY TOP LEADERBOARD, HORIZONTAL BANNER

*Maximum 3 in rotation.*

*Exclusive static placement available.*

*Ask your account executive for more details.*

**728 px x 90 px**

■ STICKY BOTTOM LEADERBOARD, HORIZONTAL BANNER

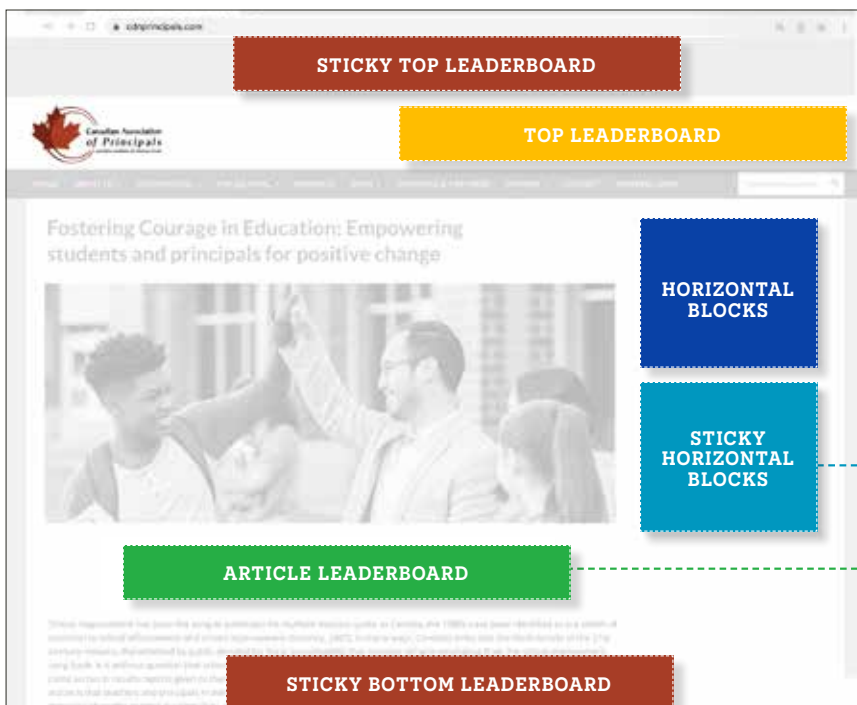
*Maximum 3 in rotation.*

*Exclusive static placement available.*

*Ask your account executive for more details.*

**728 px x 90 px**

## EDITORIAL PAGES



■ STICKY HORIZONTAL BLOCK /PER ISSUE

*Sticky, Static, Editorial pages only*

**300 px x 250 px**

■ ARTICLE LEADERBOARD

*Rotating, visible on all editorial pages*

**728 px x 90 px**



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**CAP EBLASTS** provide you with two different options to reach this targeted audience of principals across Canada.



### BI-MONTHLY NEWSLETTER

Horizontal Banner, guarantees a minimum of 6 eNewsletters within the 12 month period. Banner positions rotate throughout the year. Maximum 4 banners sold per eNewsletter.

**728 px x 90 px**

### EXCLUSIVE EBLAST

Take advantage of this option to promote your exclusive message to a national, targeted audience of school principals across Canada. Layout can be tailored to your specifications and can include images, banners and text.

Ask your account executive for more details on how we can customize a message specifically for you!

THE **ANALYTICS** FOR CAP'S WEBSITE ARE EVIDENCE ENOUGH AS TO WHY THIS IS A **WISE INVESTMENT** FOR YOUR MARKETING DOLLARS!



## ANNUAL ANALYTICS FOR **CDNPRINCIPALS.COM**

(based on a 10 month academic year - Sept - June)

USERS:

**14,400**

UNIQUE USERS:

**14,378**

TOTAL EVENTS:

**313,147**

UNIQUE EVENTS:

**195,244**



IMPRESSIONS:

**312,253**

ARE YOU LOOKING TO SHARE YOUR CUSTOMIZED PIECE WITH A **TARGETED AUDIENCE?**

## LET US “ADDRESS” YOUR DIRECT-MAIL PIECE!

Showcase your organization or product by including your unique promotional piece within the protective polybag that the magazine is mailed in; either nationally, or more specifically to a defined, geographic region that you are targeting.

Distribute multi-page promotional pieces and cost-effectively communicate more of your information to our readers. Utilizing this service will reduce internal mail preparation time and expenses as well as the associated postage costs of a direct mailing. Our distribution lists are current and regularly maintained so that you are guaranteed delivery to the individuals you wish to reach.

You invest a lot of time and money tailoring your products to meet the needs of your clients; as our client, we realize the importance of ensuring your marketing piece reaches its intended recipient.

ASK YOUR ACCOUNT EXECUTIVE FOR A QUOTE ON YOUR CUSTOMIZED MAILING!

### CANADIAN DISTRIBUTION BY PROVINCE:

