

MEDIA KIT 2025 - 2026

Advertising Kit & Rate Card

New Advertising
and Sponsorship
Opportunities



Mobile App
Advertising
Opportunities



ASSOCIATE NEWSLETTER MEDIA KIT 2025 - 2026

New Advertising
Opportunities



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- 06 Contact Us

About Us



CPCO is the professional association for Principals and Vice-Principals in Ontario's publicly funded Catholic school system. CPCO also offers services to individuals from other organizations, provinces and countries worldwide.

What we offer:

- Professional Learning
- Digital and Print Communication
- Long Term Disability
- Networking & Advocacy
- Legal Support

We serve:

- 2,100 Practising Principals & Vice-Principals
- 400+ Non-Practising Principals & Vice-Principals
- 29 School Boards
- 1500 Schools
- 575,000 Students

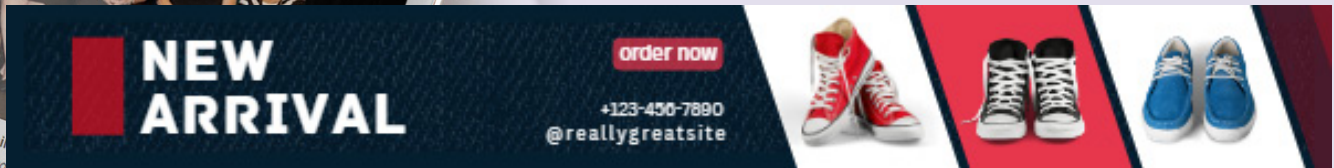


Enhance your organization's exposure with our e-newsletter

- The Associate e-newsletter is sent directly to 2,600 readers every two weeks, between July 1, 2025 and June 30, 2026
- It serves as a key news provider for Ontario's education sector

Premium Spots - **NEW**

- Premium Spot A: After the first newsletter story
- Premium Spot B: After the third newsletter story



Example of a Premium Spot Banner




Spotlight Feature - **NEW**

- Exclusive to one advertiser per newsletter
- The advertisement is positioned following the fourth article
- Easily spread the word about articles, events, products and other exciting things with just a few clicks
- The content will be presented in a sleek grey box to draw attention and make it stand out
- Each ad will consist of a graphic, brief description, a headline, and a clickable button that directs readers to a designated website. The description will be limited to a maximum of five (5) sentences

Example of a Spotlight Feature

SPOTLIGHT FEATURE - by LOREM IPSUM



Register Now!
Monday - Friday at 10:00 AM
Online Course

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley.

[Click here to register](#)

The Associate e-newsletter advertising rates and specifications



Premium Spots - *NEW*

| Options | Width | Height | Pricing |
|----------------|-----------------|----------------|------------|
| Premium Spot A | 600px (6.25 in) | 74 px (0.8 in) | \$250 each |
| Premium Spot B | 600px (6.25 in) | 74 px (0.8 in) | \$200 each |

Spotlight Feature - *NEW*

| Width | Height | Pricing |
|-----------------|-----------------|------------|
| 600px (6.25 in) | 600px (6.25 in) | \$300 each |

Regular Newsletter Ad

| Width | Height | Single ad | All subsequent ads |
|-----------------|-----------------|-----------|--------------------|
| 560 px (7.8 in) | 375 px (5.2 in) | \$175 | \$100 each |

The Associate e-newsletter publication dates

The Associate e-newsletter publication dates:

| Year 2025 | July 15 | Aug. 19 | Sept. 2, 16, 30 | Oct. 14, 28 | Nov. 11, 25 | Dec. 9 |
|-----------|------------|------------|-----------------|-------------|-------------|------------|
| Year 2026 | Jan. 6, 20 | Feb. 3, 17 | March 3, 17 | April 7, 21 | May 5, 19 | June 2, 16 |

Contact Communications and Sponsorship Officer, Katayoon Salehi at ksalehi@cpco.on.ca for reserving ad space or questions related to files and sizes.

ORDER FORM

To reserve space, please call Katayoon Salehi at 416-483-1556 ext 30,
or email at ksalehi@cpco.on.ca

Principal Connections Print Advertising

Select all issues in which the ad will be placed:

Fall 2025 Winter 2025 Summer 2026

Indicate the ad selection:

Back cover Inside front page Inside back page Full page
 1/2 page horizontal 1/2 page vertical 1/4 page 1/8 page

Select all issues in which the insert will be placed:

Fall 2025 Winter 2025 Summer 2026

Please email Katayoon Salehi at ksalehi@cpco.on.ca for insert delivery instructions
2600 copies required.

Catholic Principals' Council of Ontario

10 Carlson Court, Suite 640,
Etobicoke, ON, M9W 6L2

416-483-1556
1-888-621-9190 toll free
www.cpco.on.ca

The Associate E-Newsletter Advertising

Select the advertising option: Premium Spot A Premium Spot B Spotlight Feature Regular

Indicate the number of ads to be placed in the e-newsletter: _____

Indicate the preferred date(s) for ad placement in the e-newsletter: _____

Mobile App Advertising

Select the advertising option:

Banner: 1 month 3 months 6 months 12 months

Indicate the number of sponsored posts: _____

Bundle – (Banner and Sponsored Post): 3 months 6 months 12 months

Company name _____

Contact name _____

Full mailing
address _____

Phone number _____

Email _____

PRINCIPAL CONNECTIONS MAGAZINE MEDIA KIT

2025 - 2026



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About Us



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What we offer:

- Professional Learning
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- Legal Support

We serve:

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- 29 School Boards
- 1500 Schools
- 575,000 Students

Principal Connections Magazine



- A multi-award winning magazine published since 2000
- Principal Connections is the only publication in Ontario that is sent to a wide range of Catholic education leaders, including Principals, Vice-Principals, Directors of Education and Superintendents
- It is also available for purchase in digital format (via www.cpco.on.ca) and print format (by request to our office)
- **Upcoming issues:**
 - » Fall 2025
 - » Winter 2025
 - » Summer 2026

Published since
2000

Principal Connections audience



- Principal Connections reaches key decision-makers of 1,500 Catholic schools in Ontario
- Approximately 600,000 students attend publicly-funded schools in the province
- The magazine is in high demand by a variety of organizations, groups, associations, schools, universities, colleges and Ministries
- Principal Connections is mailed directly to the homes of school leaders, whose decisions and recommendations affect overall school operations, purchasing of school resources and supplies, and all program planning

2,600
readers per issue

Principal Connections advertising rates



Rates for colour advertising

| Page size | 1st ad | 2nd ad | 3rd ad * |
|---------------------|---------|---------|----------|
| Back cover | \$2,350 | \$2,300 | \$2,200 |
| Inside front / back | \$1,850 | \$1,800 | \$1,700 |
| Full page | \$1,550 | \$1,500 | \$1,400 |
| 1/2 page | \$1,250 | \$1,200 | \$1,100 |
| 1/4 page | \$950 | \$900 | \$800 |
| 1/8 page | \$450 | \$400 | \$300 |

*In order to claim discounted rates, all ads must be consecutive.

*** One free insert after 3rd ad**

Principal Connections publication dates:

| Issue | Ad deadline | Insert deadline | Mail out |
|-------------|-------------|-----------------|-----------------|
| Fall 2025 | July 25 | Aug. 13 | Week of Sept. 3 |
| Winter 2025 | Sep. 30 | Dec. 1 | Week of Jan. 2 |
| Summer 2026 | March 20 | May 4 | Week of June 15 |

Principal Connections advertising technical requirements

File types

We accept the following file types:

- EPS (ensure all text is converted to outlines)
- PDF (ensure all fonts are embedded)
- JPG or PNG (300 dpi or higher)

Please note: We do not accept Word files.

Ad re-sizing

Please note: Should we be required to resize or change your ad, a charge of \$50 per hour will apply.

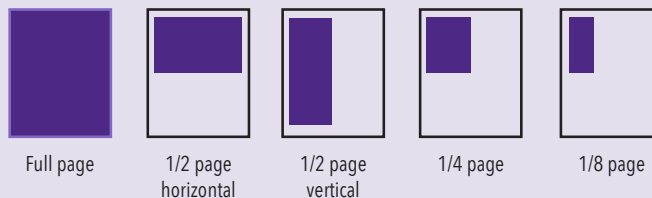
Colour

All ads must be in process CMYK.

Advertising sizes (width x height, in inches)

| | |
|-----------------------|-----------|
| * Full page | 8.5 x 11 |
| 1/2 page - horizontal | 7 x 4.5 |
| 1/2 page - vertical | 3.4 x 9.5 |
| 1/4 page | 3.4 x 4.5 |
| 1/8 page | 1.7 x 4.5 |

* Apply 0.25" bleed to full page ads only. The rest of the ads should have no bleed and a 1pt border.



Full page

1/2 page horizontal

1/2 page vertical

1/4 page

1/8 page

Files may be emailed directly to Principal Connections' Designer, Luigi Palumbo at lpalumbo@cpco.on.ca

Principal Connections inserts

Advertising year: July 2025 to June 2026

- For added exposure, include a one-sided or two-sided insert about your organization
- Inserts in Principal Connections (one-sided or two-sided) are \$750 + HST each
- The insert size should not exceed 8.5 in by 11 in; for custom insert sizing, please contact us for pricing
- Buy three ad placements in Principal Connections 2025-2026 to receive:
 - » 1 insert for free (valued at \$750)
 - » additional inserts at \$550 + HST each

To book inserts, or for any related questions, email Communications and Sponsorship Officer, Katayoon Salehi at ksalehi@cpco.on.ca



Principal Connections advertising department

Juleen Anderson, Manager of Marketing and Communications
janderson@cpco.on.ca | ext. 38

Gaby Aloi, Manager of Corporate Operations
galo@cpco.on.ca | ext. 26

Katayoon Salehi, Communications and Sponsorship Officer
ksalehi@cpco.on.ca | ext. 30

Luigi Palumbo, Graphic & Web Designer
lpalumbo@cpco.on.ca | ext. 25

Phone: 416-483-1556
Toll free: 1-888-621-9190



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Select the advertising option: Premium Spot A Premium Spot B Spotlight Feature Regular

Indicate the number of ads to be placed in the e-newsletter: _____

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Mobile App Advertising

Select the advertising option:

Banner: 1 month 3 months 6 months 12 months

Indicate the number of sponsored posts: _____

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Company name _____

Contact name _____

Full mailing address _____

Phone number _____

Email _____

CPCO MOBILE APP MEDIA KIT 2025 - 2026

Mobile App
Advertising
Opportunities



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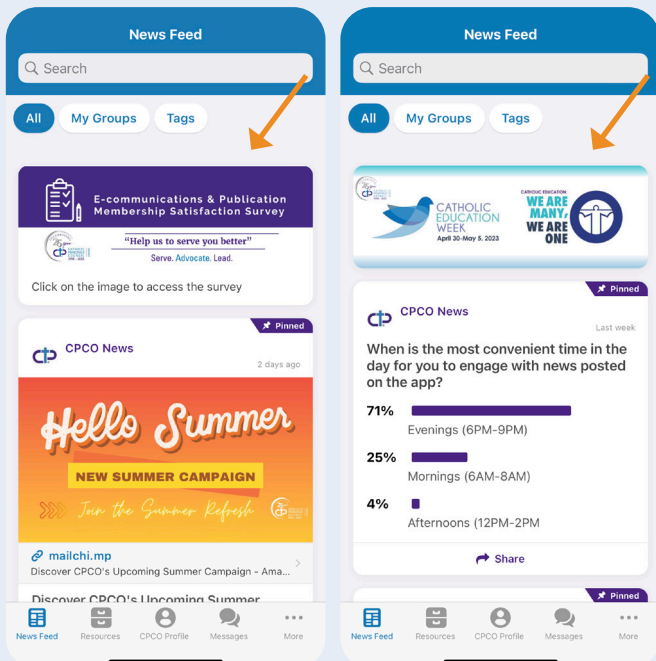
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- Launched in 2022 and available on App Store (Apple) and Google Play Store
- 700+ users and rapidly growing
- The news feed attracts a substantial monthly viewership, with over 400 individuals regularly viewing, opening, and engaging with the content
- All users receive notifications when news feeds or sponsored posts are published
- Advertising Banners receive over 1000+ impressions during campaign run

CPCO Mobile App Advertising Opportunities



Example of Banners

Banner - *NEW*

- Exclusive to two (2) advertisers per month
- Banner on ALL four tabs (News feed, Resources, Forum and Events)

Features:

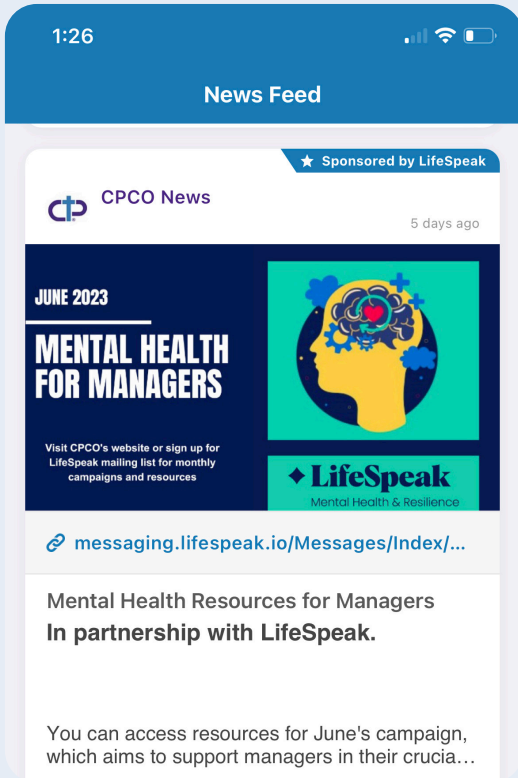
- Image
- Description (optional)
- Links to a specified URL

Banner Specifications - *NEW*

| Package | Width | Height | Pricing |
|-----------|---------------------|------------------|---------|
| 1 month | 1032 px (10.749 in) | 360 px (3.75 in) | \$150 |
| 3 months | 1032 px (10.749 in) | 360 px (3.75 in) | \$400 |
| 6 months | 1032 px (10.749 in) | 360 px (3.75 in) | \$800 |
| 12 months | 1032 px (10.749 in) | 360 px (3.75 in) | \$1650 |

File size should be maximum 500KB. Please adhere to the size mentioned in the table above

CPCO Mobile App Advertising Opportunities



Example of a sponsored post

Sponsored Posts - **NEW**

- Open to all advertisers
- Used for articles, products, services, videos, events and more
- Each sponsored post is pinned to the top for one (1) week
- Accessible on the news feed at all times
- **Cost:** \$50 per sponsored post

Features:

- Image (Optional) – 1600 px (16.7 in) x 900px (9.4 in)
- Text (no character limit)
- Links to specified URL

Mobile App Advertising Bundled Packages

Bundle of banners and sponsored posts - **NEW**

| Package | Banner | Sponsored Post | Cost |
|-----------|------------|-------------------|--------|
| 3 months | 3 Banners | 2 sponsored posts | \$450 |
| 6 months | 6 Banners | 4 sponsored posts | \$900 |
| 12 months | 12 Banners | 8 sponsored posts | \$1850 |

- Take advantage of these bundled deals to get maximum exposure
- More advertising opportunities at an affordable cost
- This offer is exclusively available with the purchase of a package for a duration of three (3) months, six (6) months, or twelve (12) months

Contact Communications and Sponsorship Officer, Katayoon Salehi at ksalehi@cpco.on.ca to reserve ad space or ask questions about advertising opportunities and rates.

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Contact name _____

Full mailing
address _____

Phone number _____

Email _____

CPCO Conference & Gala Dinner



Dates: April 24-25, 2026

Venue: White Oaks Resort and Spa – Niagara on the Lake

Features:

- Opening Mass and Reception
- Amazing Keynote Speakers
- Exhibit/Vendor Hall
- Awards and Gala Dinner
- Tours and Wellness Activities
- Socials & Networking
- Experiential Activations
- Annual General Meeting
- And More!

Stay tuned for more information.

Conference

- Platinum Sponsorship
- Diamond Sponsorship
- Gold Sponsorship
- Bronze Sponsorship
- Conference App Sponsorship
- Entertainment Sponsorship
- Breakfast and Lunch Sponsorship
- Exhibitor Table(s)

Awards Ceremony & Gala Dinner

- President Circle Sponsorship
- Principal Circle Sponsorship
- Leadership Circle Sponsorship
- Partner Circle Sponsorship
- Reception Sponsorship
- Dinner and Dessert Sponsorship





10 Carlson Court
Suite 640
Etobicoke, ON, M9W 6L2

Phone: 416-483-1556
Toll Free: 1-888-621-9190
E-mail: events@cpco.on.ca

Website: www.cpco.on.ca



CPCOofficial