

ADVERTISING POLICY GUIDELINE

1. Intent:

Advertisements that are congruent with the mandate of the CMLTA and/or its Regulated Members will be accepted for publication in *The Commentator* on the website.

2. Deadlines:

a) *The Commentator* is published three times annually, in January/February, May/June, and September/October. Deadline for submitting advertisements for *The Commentator* is 30 days preceding the month of publication. (e.g. December 1 for January/February publication).

b) Website postings routinely occur on an as-required basis.

3. Free Advertising:

Advertisements for continuing education programs for MLTs submitted by accredited educational institutions in Alberta will be accepted free of charge and published, space permitting.

4. Preferred Rate Advertising – *The Commentator* Only:

Advertisements for employment for MLTs submitted by Alberta employers and by CE providers outside of Alberta offering preferred rates to Alberta MLTs, will be offered a preferred rate in *The Commentator* as follows:

1/8 Page	\$ 50.00	2" h x 3 3/4" w
1/4 Page	\$100.00	4 3/4" h x 3 3/4" w
1/2 Page	\$200.00	V – 9 1/4" h x 3 3/4" w H – 4" h x 7 3/8" w
Full Page	\$400.00	10" h x 7 3/8" w

5. Regular Advertising Rates:

<i>The Commentator</i>	Amount
1/8 Page	\$100
1/4 Page	\$200
1/2 Page	\$400
Full Page	\$800

Website	Amount
One Month Ad	\$200
Three Months Ad	\$500

6. Disclaimer:

Advertising agencies and the advertiser shall assume liability for all content (including text, representation, and illustration) of advertisements printed, and also shall assume responsibility for any claims arising therefore against the publisher.

NOTE: Advertisements to be posted to the website or in *The Commentator* may be forwarded by email to info@cmlta.org.