

## Advertise in the 2025/26 Alberta Books for Schools Catalogue

The Alberta Books for Schools catalogue is an annual collection featuring Alberta-published books matched to the Alberta K-12 curriculum. Please [see here](#) for more information.

### Distribution

The Alberta Books for Schools catalogue will be available as a downloaded PDF on [the BPAA website](#) and on the [Alberta Books for Schools digital database](#). The PDF catalogue will be distributed to over 2300 contacts, including Alberta K-12 schools, school boards, libraries, bookstores, post-secondary education departments, MPs, and MLAs; Canadian teachers' associations, library wholesalers, and education stores; BPAA members; and other industry stakeholders. A tentative, limited print run will be shared with select stakeholders.

### Ad Details

Based on your ad choice, you will be entitled to the corresponding benefits listed below:

| Ad Size   | Dimensions | Price                                     | Benefits                                                                                                                                                                                                                                                                             |
|-----------|------------|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Full Page | 8" x 10"   | \$600 BPAA member<br><br>\$700 non-member | Inclusion of ad in print and digital versions of the catalogue. The digital version will have a link directly to the advertiser website.<br><br>Individual social media highlight post on the BPAA social media (@ABbookpub)<br><br>Logo in eBlast newsletter (over 2300 recipients) |
| Half Page | 8" x 5"    | \$350 BPAA member<br><br>\$450 non-member | Inclusion of ad in print and digital versions of the catalogue. The digital version will have a link directly to the advertiser website.<br><br>Name in eBlast Newsletter (over 2300 recipients)                                                                                     |

### Specifications

- Ads must be [uploaded](#) in PDF format at 300 dpi, with all fonts converted to outlines.
- Ads must include a 0.25" bleed on all sides. The sizes noted above do not include bleed.
- Ads will extend to the edge of the page, so please ensure sufficient margins (we recommend about a 0.5" margin in addition to the bleed).
- The BPAA reserves the right to decline advertisers or artwork at its sole discretion.

## Deadlines

- **Booking deadline:** 4:30 pm MT, Tuesday, April 8
  - **Early Bird Discount:** Book by 4:30 pm MT, Tuesday, March 4 and save 10% off the rates noted above.
- **Artwork deadline:** 11:00 pm MT, Tuesday, April 15

## Booking & Payment

- To book, complete [this form](#).
- Advertisers will be invoiced once the catalogue has been distributed.