

—guide to— Schools

DISTRIBUTION DIRECTLY REACH AND ENGAGE WITH **ALBERTA'S** AFFLUENT AUDIENCE



Previous Publication: Building Stability in Unstable Times 2021

Education is more than deciphering math problems or memorizing the capitals of foreign countries. It's about building relationships outside the classroom as well. Guide to Schools Volume 17 takes the notion of education outside the classroom and explores its multifaceted meanings. Titled Outside The Classroom, this volume focuses on educational development through sport and art programs.

Education is changing. It's evolving to put the needs of students first and teach them the values of leadership, community, and teamwork through channels that fuel their passion. Schools with designated sports programs such as hockey and baseball academies as well as art programs such as music, dance, and the fine arts are becoming higher in demand. This demand is powered by the idea that when students graduate from secondary school they have refined their skills to a point where they can get scholarships in their craft and have the foundations to turn their passion into a career if they so choose. Volume 17 of Guide to Schools will highlight the schools and programs that help students grow and learn skills that aren't taught in the traditional subjects.

These programs aren't just about developing excellent athletes, musicians, or artists, they're about transcending educational boundaries and giving students a chance to put real world skills to use. The benefits of these programs are almost too lengthy to list, therefore we'd like to ask you to tell the readers of Guide to Schools your findings in a 500 word feature.

Your write-up can take the shape of whatever you would like. Tell our readers about a program they might not know you have, give insight into a day in the life of a student at your academy, or even

feature the coaches and instructors behind your programs. We would also like to offer you a full page advertisement to showcase your school in a visual manner.

Guide to Schools magazines are distributed to schools throughout Alberta and our online magazine receives 100+ downloads per volume. This is an excellent opportunity to showcase your programs and school to the affluent parents in Calgary and area. The marketing of Guide to Schools is done by New Wave Strategic Marketing, a long-standing local marketing agency in Calgary who have been supporting the magazine since its inception.

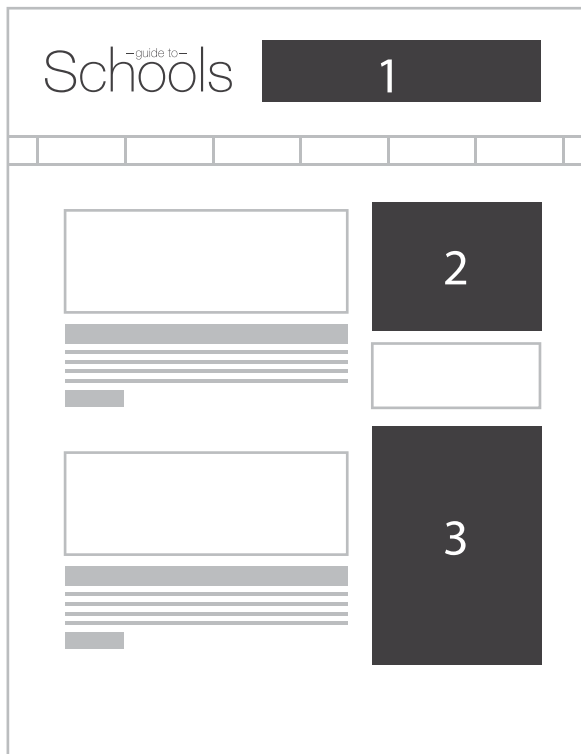
Our goal is always to ensure parents are making informed decisions about the education of their children. We would be thrilled to feature your school in this year's volume to help parents make the right choices for their children.

- ➔ **Launched in 2004**
- ➔ **Published annually both in print and digitally**
- ➔ **Readership of 275,000 (est.)**
- ➔ **Distribution of 20,000 copies**

DIGITAL ADVERTISING

Guidetoschools.ca extends the trusted brand of Guide to Schools Magazine to the web. In every format: desktop, tablet and smartphone our goal is the same, to act as the A to Z guide for parents regarding school information in Southern Alberta.

At no charge advertisers can run up to two ads on guidetoschools.ca throughout 2022. Advertisers may submit advertisements based on the following dimensions to be rotated throughout our website for greater brand exposure.



➔ **Leaderboard 728 x 90**

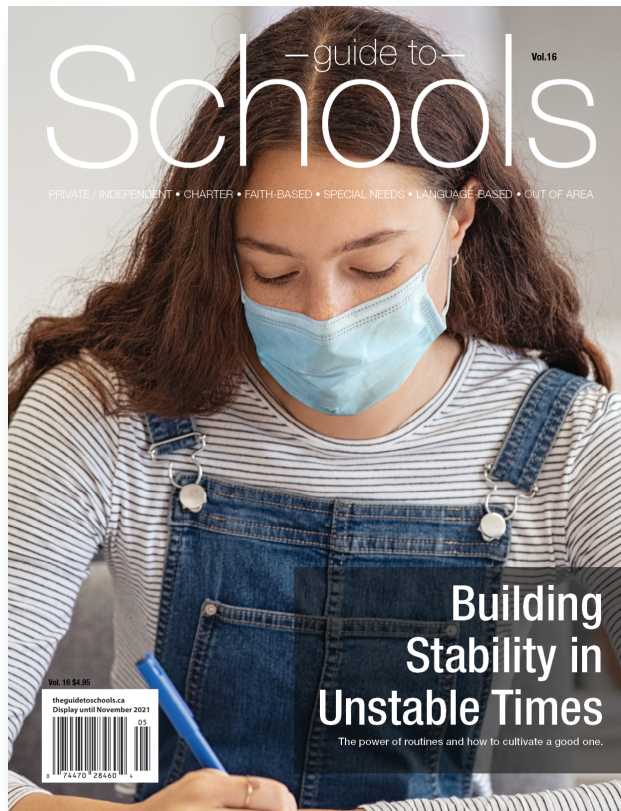
➔ **Big Box 300 x 250**

➔ **Half Box 300 x 600**

ADDED ONLINE EXPOSURE

Advertiser benefits continue with these online advantages...

- **Business profile: 300 words**
- **Pertinent information: Address, phone number, email**
- **Unlimited guest blog articles featuring backlinks to your website**
- **Up to 3 images of your business**
- **Website link to your business site**
- **Ability to submit 1 video link**
- **Links to your social media profiles (Facebook, Twitter, Instagram and YouTube)**



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Contact Us For Advertising Inquiries:

Guide to Schools
Contact Denice Hansen
e: denice@new-wave.ca
w: www.guidetoschools.ca

Advertising Space: November 15, 2021

Artwork/Material: December 1, 2021

Release: February 2022

Unit C, 722 11th Ave SW
Calgary, AB
T2R 0E4

Financial Future for Teens

WRITTEN BY THE NATIONAL MORTGAGE BROKER ASSOCIATION



When it comes to money, teens have many options. It's important to understand the different ways to save and invest. This article provides a comprehensive guide to help teens make informed decisions about their financial future.

Budgeting Basics for Teens
First, create a budget. List all sources of income and track every purchase. This helps teens understand where their money is going and how to manage it effectively.

Monthly over Weekly
Consider opening a monthly allowance account. This allows teens to receive their money in a structured way, helping them learn to budget and save.

Tip: Consider giving them a Prepaid Student Card
This card can be used for purchases and helps teens track their spending. It's a convenient way to manage their money.

What Not to Do - Big Ticket Items
Avoid large purchases that can't be paid for with cash. Encourage teens to save up for big items instead of using credit.

Once they understand a little about managing their money, consider having regular money meetings. This helps teens stay on top of their finances and make adjustments as needed.

Yoga for Kids: Get Your OM on Little Ones!

WRITTEN BY BONNIE BLASZCZAK, OWNER AND FOUNDER OF MY OM LITTLE YOGA MAT

I did yoga faithfully throughout college and during my pregnancy. And I can't say enough about the physical and emotional benefits for women and children alike. However, ever since I became a work-at-home mom when my daughter turned two, I found it more and more difficult to fit yoga into my daily routine. I realized it would be impossible to do while my daughter was awake, so up to this point I had reserved yoga sessions to naptime. Since business calls had prevented my usual naptime yoga routine on this particular day, I signed up for a 30-minute, drop-in class for my daughter's first yoga session.

And then something amazing happened! As I sat on my yoga mat listening to my breath, I felt a little body sit down next to me. I turned my head to see my two-year-old sitting in an almost-perfect lotus pose.

I was completely surprised. To see the seed of my daughter not only followed along with me throughout my entire yoga practice, but the fact that most of the poses, as well as the breathing exercises. At the end of the session she had drawn with me an elaborate pose for a whole story scenario. Then she stood up, walked and her room, and started playing with her toy quietly and contentedly.

This day was the beginning of a great new trend for both my daughter and me. I replaced my own fitness routine, which included yoga as well as other types of exercise, with a focus on yoga for my daughter. It's a matter of fact, I incorporated the same benefits of yoga in my daughter's life as I would in my own. I focused on her health, research on yoga for toddlers, listening to her needs and making a new discovery.

It turned out the benefits of yoga for toddlers had already been well recognized, and for good reason: I was able to find several resources to aid me in practicing yoga with my daughter, and over the last two years, we have both benefited immensely from our "mommy and me" yoga sessions.

Yoga for kids is becoming increasingly common, popping up in physical education programs and daycare and being added to the repertoire of yoga studios. While the physical benefits—increasing flexibility, strength and coordination—are certainly part of its charm, yoga is increasingly used as a relaxation technique to help anxious kids control the stresses of everyday life. A study at Harvard Medical School showed yoga was a beneficial tool supporting adolescent mental health.

Trauma-based child and adolescent psychiatrist M. Lee Friedman says she has seen an increase in trauma-related conditions in children over the past 15 years.

"Kids need better coping skills today because they have more to deal with than in the past," says Friedman, who points the proliferation of social media, too much screen time, information overload, reduced downtime caused by the connectivity of cell phones and greater pressure to succeed academically. "There has been a shrinking of quiet time and an encroaching of productive time to the point where people are doing very little and feeling very busy."

While both adults and kids experience stress, Friedman says it often manifests in kids physically, resulting in health issues such as insomnia, stomach aches, headaches and mood swings.

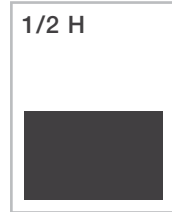
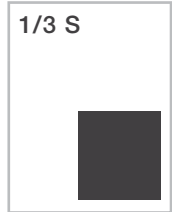
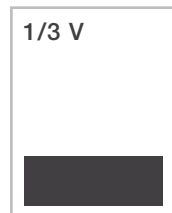
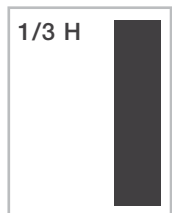
SPONSORED CONTENT ADVERTISING

Engage our readers with your story! Let our team of talented writers work with you to create an article that will showcase your message to our readership. This fresh marketing approach will give your brand an educational and authoritative presence.

PRINT PRODUCTION SPECIFICATIONS

Please email info@guidetoschools.ca to learn more about our advertising standards

Format	Width	Height
1/3 page horizontal	7.25"	3.1667"
1/3 page vertical	2.25"	10"
1/3 page square	4.75"	4.857"
1/2 page	7.25"	4.875"
Full page trim*	8.25"	10.75"



*bleed; please add 0.125" to the trim size. Stock: Printing Colour: Text: 50lb #4 matte text safe area: 0.25" inside the trim size. Cover: 100lb. matte text Binding: Saddle stitch

PRINT ADVERTISING RATES

Rates do not include production charges or applicable taxes. All ads are in 4-colour.

Regular	Premium Positioning
Double page spread 5070	Inside front cover (full) 3880
Full page 3130	Masthead (full) 3410
1/2 page 1940	Inside back cover (full) 3575
1/3 page 1320	Outside back cover (full) 4685
	Table of contents (full) 3575

*Premium Positioning - subject to availability