



Canadian Organization of Campus Activities COCA '10 Conference Manual ADVERTISING RATES

The COCA '10 conference manual will be in magazine format with glossy cover and approximately 80 pages in length. It will include the detailed conference schedule, a photo and description of each showcase artist, and much more. The Conference Manual is an invaluable tool helping delegates to get the most from the Conference.

MECHANICAL REQUIREMENTS:

Actual Page Size:	8½" wide x 11" high	
Black & White Ad Sizes & Prices:		
Full Page (B&W)	8" wide x 10 ¾" high	\$395 +GST
Half Page Vertical (B&W)	4" wide x 10 ¾" high	\$285 +GST
Half Page Horizontal (B&W)	8" wide x 5 ¼" high	\$285 +GST
Quarter Page Vertical (B&W)	4" wide x 5 ¼" high	\$155 +GST
Colour Ad Sizes & Prices:		
Full Page (2 or 3 Colour)	8" wide x 10 ¾" high	\$665 +GST
Full Page (Full Colour)	8" wide x 10 ¾" high	\$775 +GST
Half Page Vertical (Full Colour)	4" wide x 10 ¾" high	\$585 +GST
Half Page Horizontal (Full Colour)	8" wide x 5 ¼" high	\$585 +GST

ARTWORK & DEADLINE INFORMATION

- Ad Space Closing: Thursday, May 6th
- Ad Material Due: Thursday, May 13th

FINAL AD MATERIAL (on CD or via YouSendIt.com):

- If completed ads are supplied on CD: Please include a "Printout of the finished ad to help ensure the "e" version opens correctly and you get the ad you really want.
- If completed ads are to be sent online, DO NOT send as an email attachment. Rather, use the YouSendIt.com system. Go to their site, enter these 2 email addresses: <cocaoffice@coca.org>, <chuck.erman@sheridanc.on.ca> and attach your ad file. Hit send. Using the YouSendIt.com system avoids possible bounce backs of large files.
- We can create the ad for you if you provide the necessary logos, photos, etc. by May 6th. Contact us for a quote should this service be required.
- Artwork can be in PC Platform as high resolution JPEG, TIFF, PDF or editable Adobe PSD or ERS file. Please send on CD or via YouSendIt.com. Be sure to label your disk or email properly with: (1) your artist or company name, (2) COCA, and (3) June 2010.

PAYMENT DELIVERY INSTRUCTIONS:

Please complete the enclosed "Advertising Order" form and fax to the COCA Office. If paying by cheque, please mail a copy of the "Order" form with payment. You may also move the "Sub Total" to your Conference Registration form (so one total payment), before paying by cheque or credit card. Cheques or money orders are payable to "COCA National Conference".

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