



Canadian Organization of Campus Activities COCA '11 Conference Program ADVERTISING RATES

The COCA '11 conference program will be printed in full-colour, ½ page format, perfect bound with thick matte cover; approximately 100 pages in length. It will include the detailed conference schedule, a photo and description of each showcase artist, and much more. The Conference Program is an invaluable tool helping delegates to get the most from the Conference. Square Crop Studios of Toronto will be handling design and layout. Ballywick Creative of Vancouver will provide editing and creative writing services.

MECHANICAL REQUIREMENTS:

Actual Page Size:	6" wide x 9" tall	
Full-Colour Ad Sizes & Prices:		
2 Facing Pages	6" wide x 9" tall each (0.25" bleed)	\$650 +HST
Full Page	6" wide x 9" tall (0.25" bleed)	\$395 +HST
Half Page Horizontal	6" wide x 4.5" tall (0.25" bleed on vertical)	\$285 +HST

ARTWORK & DEADLINE INFORMATION

- Ad Space Closing: Thursday, May 19th, 2011
- Ad Material Due: Thursday, May 26th, 2011

FINAL AD MATERIAL (via file-sharing site):

- Completed ads are to be sent via Internet but DO NOT send as an email attachment. Rather, use the YouSendIt.com system (or similar file sharing site). Go to the file sharing site, enter these 2 email addresses: <cocaoffice@coca.org> and <holly.doucette@squarecrop.com>. Upload your ad file and hit send. Using a file-sharing system avoids possible bounce backs of large files.
- If you do not have an ad designer or a print-ready ad available, Square Crop Studios can create the ad for you if you provide the necessary logos, photos, text, etc. by Thursday, May 19th. Please contact Holly Doucette <holly.doucette@squarecrop.com> for a quote should this service be required.
- Artwork can be in PC or Mac platform – full-colour, high quality, 300 dpi JPEG, PDF, PSD, AI, EPS, or TIFF file. No web-quality images please! Then send via YouSendIt.com. Be sure to label your email properly with: (1) COCA 2011 and (2) your company or artist name.

PAYMENT DELIVERY INSTRUCTIONS:

Please complete the enclosed "Advertising Order" form and fax or email to the COCA Office. If paying by cheque, please mail a copy of the "Order" form with payment. You may also move the advertising "Subtotal" to your Conference Registration form to allow for a single payment. You may pay by cheque or credit card. Cheques or money orders are payable to "COCA National Conference".

N.B. If you register on-line, go to Conferences & Meetings – 2011 National – choose the "Online Reg'n" option that applies to you. The online registration form allows you to order ad space.

MAIL TO:

Earle Taylor, COCA, 509 Commissioners Rd. W., Suite 202, London, ON N6J 1Y5.
Phone (519) 690-0207 Fax (519) 681-4328 E-mail: "Contact" on www.coca.org