



# Canadian Organization of Campus Activities 2012 Conference Manual ADVERTISING RATES

The COCA 2012 conference manual will be printed in full colour, 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

<u>Ad Type</u>	<u>Size – no bleed</u>	<u>Size – full bleed</u>	<u>Price – Full Colour</u>
Two Facing Pages	16½ w x 10½ h	17½ w x 11½ h	\$895 +HST
Full Page	8 w x 10½ h	9 w x 11½ h	\$650 +HST
Half Page Vertical	3⅞ w x 10½ h	4⅞ w x 11½ h	\$395 +HST
Half Page Horizontal	8 w x 5⅞ h	9 w x 5⅞ h	\$395 +HST
Quarter Page Vertical	3⅞ w x 5⅞ h	(n/a)	\$225 +HST

## ARTWORK & DEADLINE INFORMATION

- Ad Space Closing: Thursday, May 17<sup>th</sup>, 2012
- Ad Material Due: Thursday, May 24<sup>th</sup>, 2012

## 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 (or similar file sharing site). Go to their site, enter these 2 email addresses: <cocaoffice {at} coca.org> and <andrew.barbour {at} gmail.com> and attach your ad file. Be sure "COCA12" and your company or artist name: (1) is part of the file name and (2) appears in the subject line of your email. Hit send. Using the YouSendIt.com system avoids possible bounce backs of large files.
- If you do NOT have an ad designer or a print-ready ad available, Jenna Gregory can create the ad for you if you provide the necessary logos, photos, text, etc. by Thursday, May 10<sup>th</sup>. Please contact Jenna Gregory <jennagregory {at} gmail.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 as noted above.

## 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 Ad Order "Subtotal" to the designated line on your Conference Registration form to arrive at one total for all conference-related expenses. Cheques or money orders are payable to "COCA National Conference".

## MAIL TO:

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