



Canadian Organization of Campus Activities 2014 Conference Manual ADVERTISING RATES

The COCA 2014 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 | 3¾ w x 10½ h | 4⅞ w x 11½ h | \$395 +HST |
| Half Page Horizontal | 8 w x 5⅞ h | 9 w x 5¾ h | \$395 +HST |
| Quarter Page Vertical | 3¾ w x 5⅞ h | (n/a) | \$225 +HST |

ARTWORK & DEADLINE INFORMATION

- Ad Space Closing: Monday, April 28, 2014
- Ad Material Due: Monday, May 5, 2014

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 HighTail.com system (or similar file sharing site). Go to their site, enter these **2 email addresses:** <cocaoffice {at} coca.org> **and** <jmoseley {at} centennialcollege.ca> and then attach your ad file. Be sure "COCA14" 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 HighTail.com system avoids possible bounce backs of large files.
- If you do NOT have an ad designer or a print-ready ad available, we may be able to help you find an ad designer as long as you can provide the necessary logos, photos, text, etc. by April 10. Please contact Earle Taylor at the COCA Office by phone (519-690-0207) or email <cocaoffice {at} coca.org> 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 "**Canadian Org'n of Campus Activities**".

MAIL TO:

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