

CO

FOR CANADIAN  
POST-SECONDARY STUDENTS

# CAREER OPTIONS *media enterprise*

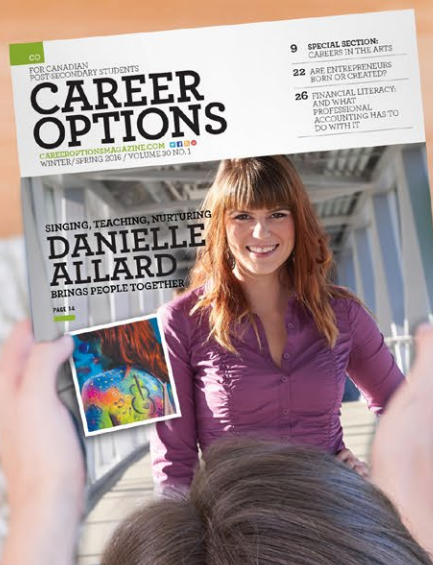


CAREEROPTIONSMAGAZINE.COM

FALL 2016

**Reach. Engage. Measure.**

Help your organization reach and engage students by using the new **Career Options Media Enterprise** to deliver and promote your message...and measure the results!



The Official Media Property of:  
**Canadian Association of Career Educators and Employers**  
720 Spadina Ave., Suite 202  
Toronto, ON M5S 2T9  
[www.cacee.com](http://www.cacee.com)



# Let's Talk

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"We've been trusting *Career Options* to help with our campus recruitment strategy for years. We're always looking to attract new talent from across Canada and **CO ensures that our brand and message stays top of mind with graduating students.**"

— Margi Dolan  
VP Human Resources-Canada  
Enterprise Holdings

## We understand your challenge...

We understand that keeping up with the latest student recruitment practices can be a full-time job. We understand that with an ever-changing media landscape, getting in front of students (and actually keeping their attention) is more difficult than ever before. And we understand that finding the "best and the brightest" among a large pool of interested candidates does not happen by accident.

## And we have the solution...

*Career Options* can help! *Career Options* is the official media property of the Canadian Association of Career Educators and Employers (CACEE). It is a national, bilingual, multi-channel platform that reaches, informs and engages with students, enabling your message to get in front of the largest audience of qualified candidates... whenever, wherever, however.





# Our 3 Trusted Platforms

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## Career Options Magazine

Published in January and September of each year

Reaches students across Canada in both official languages

Article content derived from career educators, HR professionals, student writers

Purchased by campus career centres and distributed free-of-charge

Media partner of national career/education fairs where copies are handed out

Available resource at youth, diversity and urban employment centres



## CO Website

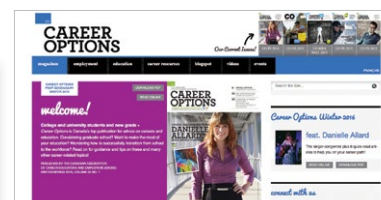
Serves as extension of print magazine

Hosts recent and archived editions of digital issue

Searchable, responsive site providing students with timely info at their fingertips

Regularly updated with combination of articles, blogs, videos, polls

Traffic originates from partner sites, online searches, social media activity, followers



## CO Social Media

Leverages popular social media channels enabling students to read and share info on all things education and careers

Articles, web content, and 'shares' are continuously posted into our Content Stream via our Facebook, Twitter and Instagram channels

Content gets re-posted and shared by our network of partners resulting in extended reach to students

Strong community of career educators, employers and students that is always growing





# How it Works

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*“Career Options is a great resource for the work we do with students of all academic programs. From themed editions to the articles that speak to the everyday career questions or students, it is a go-to resource that we use and distribute in our workshops, group programming and individual appointments.”*

— **Lisa Russell**,  
Manager, Experiential Learning  
Memorial University

We have an ongoing, multi-channel **Social Media Campaign** that engages with students and influencers throughout the year and here’s how it works.

- 1– Native Content:** we are constantly posting content from our magazine and website, and shares from our community, into our Content Stream through our Facebook, Twitter and Instagram social media channels.
- 2– Sponsored Content:** we strategically introduce your content into our Content Stream.
- 3– Shared Content:** this curated content is then re-shared by countless partners within our Community network thus expanding your reach to even more students.
- 4– Promoted Ads:** we then promote you, your activities and your content by leveraging the ad platforms offered by Facebook, Twitter and Instagram to enable automatic placement on students channels that fit your specified demographic profile.
- 5– Metrics Report:** we send you a concise, tailored report at the end of your campaign period that captures the metrics around your content.



# The Packages

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## Package A \$12,000

### Magazine

1 x full page ad or advertorial

### Web

- 1 premium box ad, all pages, rotation
- digital issue
- 2 sponsored web features (eg. infographic, video, survey)
- 6 endorsements (eg. events, new programs, announcements)

### Social

- Organic content marketing
- 3 promoted ads
- 6 native ads

## Package B \$9,000

### Magazine

1 x half page ad

### Web

- 1 box ad, all pages, rotation
- digital issue
- 1 sponsored web feature
- 6 events endorsed

### Social

- Organic content marketing
- 2 promoted ads
- 6 native ads

## Package C \$6,000

### Magazine

1 x quarter page ad

### Web

- 1 box ad, all pages, rotation
- digital issue
- 6 events endorsements

### Social

- Organic content marketing
- 1 promoted ad
- 6 native ads

## Publishing schedule – upcoming issue

<b>Distribution</b>	September 2016
<b>Insertion Booking</b>	July 22, 2016
<b>Material Deadline</b>	July 29, 2016

# Specs

Call us today at 613-288-5363 / [advertising@gordongroup.com](mailto:advertising@gordongroup.com)

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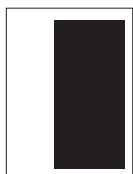
## Print Specifications



**Full Page**  
8.375" x 10.875"  
(trim size)<sup>†</sup>



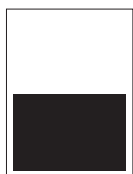
**Full Page, no bleed**  
7.375" x 9.875"  
(live area)<sup>††</sup>



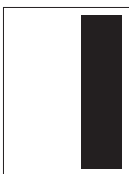
**Half Page Vertical**  
3.5" x 9.875"  
(live area)<sup>††</sup>



**Half Page Horizontal**  
8.375" x 5.35"  
(trim size)<sup>†</sup>



**Half Page Horizontal,  
no bleed**  
7.375" x 4.8125"  
(live area)<sup>††</sup>



**Sidebar**  
2.25" x 9.875"<sup>††</sup>

<sup>†</sup> extra 0.125" bleed required

<sup>††</sup> no bleed required

## Website Specifications

All web and social media imagery should be 72-150 DPI and in RGB JPG format.

We will make adjustments to the imagery to suit each platform. All we need is a decent file, and we can make it work and optimize it.

WEBSITE CONTENT OPTIONS	SPECIFICATION
Box Ad	300 x 250 pixels, minimum of 72-150 dpi in RGB, PNG or JPG format
<b>SPONSORED WEB FEATURES:</b>	
Infographic	1240 x 1754 pixels, minimum of 150 dpi in RGB, PNG or JPG format Please provide PDF as well
Article or Blog Post	Maximum 800 words, 1-3 images
List	Maximum 800 words, 1-3 images
Photo Essay	4-8 photos with captions
Video	YouTube link OR H.264 video with AAC audio in MOV or MP4 format
Short Survey / Assessment Tool	Provide all text with a maximum of 10 questions, 1 image
<b>ENDORSEMENTS:</b>	
Events, contests, podcasts, new programs, application, website, social media channels, etc. that you would like to promote.	For each endorsement included in your package, what would you like to highlight? You can repeat some items more than once or have all distinct items. Provide details (30 words max) and a link for each.



# Specs

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## Social Media Specifications

Choose your overall campaign objectives from our list, and no worries...we'll craft and deliver the social media posts as per your chosen package.

### Join our community today!

**Like us on Facebook**  
(and share posts):  
[www.facebook.com/careeroptions](http://www.facebook.com/careeroptions)

**Follow us on Twitter**  
(and re-tweet):  
[@Career\\_Options](https://twitter.com/Career_Options)

**See us on Instagram:**  
[careeroptionsmag](https://www.instagram.com/careeroptionsmag)

SOCIAL MEDIA CAMPAIGN OPTIONS	SPECIFICATION
<b>PROMOTED ADS:</b>	
For each ad included in your package choose an objective.	<ul style="list-style-type: none"><li>• Promote your website or a specific web page or piece of content on your website</li><li>• Get more likes on your Facebook page</li><li>• Promote an event</li><li>• Get video views</li><li>• Encourage people to download something</li></ul> <p>For each ad provide relevant details (e.g. details of the event, title/description of video, etc.), imagery (photo, graphic or video) and a link. Images must not include more than 20% text.</p> <p>For each ad provide a target audience (age, gender, location)</p>
<b>NATIVE ADS:</b>	
Is there anything specific you would like us to promote into our Content Stream(e.g. from your Sponsored Content, Endorsements or Promoted Ads) If not, we will draw on interesting content from what you have provided and from your website and social media spaces.	

Call us today at 613-288-5363 / [advertising@gordongroup.com](mailto:advertising@gordongroup.com)





# Advertising Policy

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*“Career Options is readable and relevant to the life and work interests of today’s workforce. Our students enjoy the publication and we’re glad we can provide it as a source of information.”*

— **Vicky Chio**,  
Career Services Coordinator  
Bow Valley College

*“We feel Career Options is a great publication. We intend, of course, to order again.”*

— **Sherry Rempel**,  
Career Centre Assistant  
University of the Fraser Valley

## GENERAL

- The Publisher accepts advertising consistent with its mission. We attempt to only accept advertising from reliable vendors; however, the Publisher cannot be held responsible as to the contents of advertisements, the products offered or the viewpoints expressed therein, which may or may not be those of the Publisher.
- The Publisher reserves the right to refuse or discontinue any advertising without recourse or explanation. Rates may change without notice.
- Acceptance of advertisements does not indicate endorsement of any advertisers, products, or services.
- The Publisher reserves the right to reject any advertorial advertising that includes a byline or is designed to resemble the editorial pages of the magazine – including the use of matching fonts. The word “Advertisement” may be placed above copy that, in the opinion of the Publisher, resembles editorial material.
- Advertisers and/or advertising agencies assume full liability for all advertising content (including text, representation and illustrations) and for claims made against the Publisher that result from advertisements printed.
- This agreement is governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein. Any proceeding relating to the subject matter of this Agreement shall be within the exclusive jurisdiction of the courts of the Province of Ontario.

## PAYMENT & DISCOUNT POLICIES

- Invoices are issued upon insertion order.
- Payment is due in Canadian funds, NET 30 days.
- All advertising rates are net – applicable taxes are in addition to rates specified on the rate card.
- Discounts will be rescinded on accounts not paid within 30 days of invoice date.

## CANCELLATIONS

- Cancellation and change orders must be made in writing and received by the advertising editor prior to the advertising deadline date. Cancellations or changes received after this date will be billed as originally invoiced.
- Advertisers who have purchased ad space on multiple appearance discount rates, but who prematurely withdraw their advertising, will be subject to retroactive billing at the single ad rate for the ads that ran prior to the cancellation.
- All ad cancellations must be in writing.