

CO

FOR CANADIAN  
POST-SECONDARY STUDENTS

[www.careeroptionsmagazine.com](http://www.careeroptionsmagazine.com)

WINTER/SPRING 2011

**MEDIA KIT**

**25<sup>TH</sup> ANNIVERSARY ISSUE**

# CAREER OPTIONS

IN OUR  
WINTER/SPRING 2011 ISSUE

## SOCIAL RECRUITING

« A new treasure trove of  
recruitment possibilities? »



**TRUSTED FOR 25 YEARS. INDISPENSABLE FOR  
CAREER-MINDED STUDENTS.**



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

Media Representatives:  
**gordongroup** MARKETING + COMMUNICATIONS  
334 Churchill Avenue North, Ottawa, ON K1Z 5B9  
[www.gordongroup.com](http://www.gordongroup.com)

**NOW AUDITED  
BY CCAB**

## WHAT IS CAREER OPTIONS?

- *Career Options* magazine is a vital resource for university and college students aiming to join the workforce. It includes the latest employment trends, information on key industries and career paths, tips from experts and recently hired grads, co-op and internship information, advice on graduate studies and much more!
- *Career Options* is published by the Canadian Association of Career Educators and Employers (CACEE), a national, not-for-profit organization that brings together employers and career centre staff working in post-secondary institutions. CACEE's most important mission is to support the transition of post-secondary students into careers. [www.cacee.com](http://www.cacee.com)

## WHERE DO WE CIRCULATE?

- Across virtually every university and college from coast to coast. We are the only campus magazine offering advertisers **full national exposure**, thanks to our ad packages combining *Career Options* and its French equivalent, *Options Carrières*.
- Our distribution strength has recently been **fully verified by the Canadian Circulations Audit Board (CCAB)**. Advertise with confidence through Canada's only audited campus publication with parallel English and French editions.



## KEY REASONS TO ADVERTISE WITH US:

- **GREAT EXPOSURE:** Promote your employment opportunities, graduate or post-degree programs to the best and brightest through Canada's leading campus magazine.
- **BACKING BY CACEE:** *Career Options* is the only major campus magazine published by a national not-for-profit organization. We offer a higher level of objectivity than other magazines directed at students. For example, our editorial content and advertising are never linked.
- **BRAND STRENGTH:** *Career Options* has developed great credibility over the last 25 years with career centre staff, many of whom are CACEE members and take an active role in distributing the magazine to students.
- **TARGETED LEADS:** The magazine is handed out during career workshops and at career fairs, and is referenced by advisors during career counselling sessions.
- **NO CONSUMER ADVERTISING:** We have deliberately excluded all consumer-oriented advertising from *Career Options*, a decision that keeps students focused on the articles and on our advertisers' important recruitment messages.
- **QUALITY CONTENT:** Our editorial process ensures that our articles are both engaging and relevant.



# AUDITED CIRCULATION

Reach an **audience of over 180,000\*\*** at **more than 260 locations**. *Career Options* is distributed **free to students** from coast to coast through...



- University & college campus career centres
- University & college co-op centres
- Internship offices
- Student centres
- Departments and faculties
- Career fairs
- Recruitment activities throughout the year

## BRITISH COLUMBIA

### > 19.15% OF CIRCULATION

Anderson National College  
BCIT - British Columbia Institute of Technology  
Camosun College - Co-operative Education and Student Employment  
Camosun College - Lansdowne Campus  
Canadian College of Performing Arts  
Capilano University  
College of New Caledonia  
College of the Rockies - Cranbrook Campus  
College of the Rockies - Job Seekers Resource Centre  
College of the Rockies - Kimberley Campus  
Coquitlam College  
Kwantlen Polytechnic University  
Okanagan College  
Royal Roads University  
Selkirk College  
Simon Fraser University - Business School  
Simon Fraser University - Career Services  
Thompson Rivers University  
Trinity Western University  
University of British Columbia - Arts Co-op Program  
University of British Columbia - Career Services  
University of British Columbia - Okanagan  
University of British Columbia - Sauder School of Business  
University Canada West  
University College of the Fraser Valley  
University of Northern British Columbia  
University of Victoria - Business School  
University of Victoria - Career Services  
Vancouver Film School  
Vancouver Island University

## ALBERTA

### > 11.4% OF CIRCULATION

Alberta College of Art and Design  
Ambrose University College  
Bow Valley College  
Canadian University College  
Concordia University College of Alberta  
Grant MacEwan College  
Keyano College  
Lethbridge Community College  
Medicine Hat College  
Mount Royal College  
Norquest College  
NAIT - Northern Alberta Institute of Technology  
Northern Lakes College - Grouard Campus  
Northern Lakes College - Slave Lake Campus  
Olds College  
Reeves College - Calgary  
Reeves College - Edmonton  
Red Deer College  
SAIT - Southern Alberta Institute of Technology  
Taylor University College  
The King's University College  
University of Alberta - Business Career Services

University of Alberta - Career Centre  
University of Alberta - Computing Science Department  
University of Alberta - Engineering Co-op Department  
University of Calgary - Career Services  
University of Calgary - Haskayne School of Business  
University of Calgary - Schulich School of Engineering  
University of Calgary - Social Sciences  
University of Lethbridge

## SASKATCHEWAN

### > 5.13% OF CIRCULATION

Briercrest College and Seminary  
Great Plains College - Biggar  
Great Plains College - Gravelbourg  
Great Plains College - Kindersley  
Great Plains College - Maple Creek  
Great Plains College - Outlook  
Great Plains College - Rosetown  
Great Plains College - Shaunavon  
Great Plains College - Swift Current  
Great Plains College - Warman  
North West Regional College  
SIASST - Saskatchewan Institute of Applied Arts and Technology  
St. Thomas More College  
University of Regina  
University of Saskatchewan

## MANITOBA

### > 3.35% OF CIRCULATION

Brandon University  
Collège universitaire de Saint-Boniface  
Red River College  
University College of the North  
University of Manitoba - Asper School of Business  
University of Manitoba - Computer Science Co-op Program  
University of Winnipeg  
Winnipeg Technical College

## ONTARIO

### > 40.92% OF CIRCULATION

Algoma University College  
Algonquin College  
Brock University - Career Services  
Brock University - Co-op Programs  
Canada Christian College  
Canadore College  
Carleton University  
Centennial College  
Collège Boréal  
Confederation College  
Conestoga College  
Durham College and University of Ontario Institute of Technology  
Fanshawe College  
Fleming College - Cobourg Campus  
Fleming College - Frost Campus  
Fleming College - Haliburton Campus  
Fleming College - Sutherland Campus  
George Brown College  
Georgian College - Job Connect  
Herzing College - Ottawa Campus

Humber College - Business School  
Humber College - Career Centre  
Lambton College - Job Connect  
Lakehead University  
Laurentian University  
Loyalist College  
McMaster University - Career Services  
McMaster University - DeGroote School of Business  
McMaster University - Engineering Co-op & Career Services  
McMaster University - Science Career & Co-operative Education  
Mohawk College  
Naylor-McLeod Group  
Niagara College  
Nipissing University  
Northern College of Applied Arts & Technology  
Ontario College of Art & Design (OCAD)  
Ontario Institute of Audio Recording  
Queen's University  
Ryerson University  
Seneca College  
Sheridan Institute of Technology and Advanced Learning  
St. Lawrence College - Brockville  
St. Lawrence College - Cornwall  
St. Lawrence College - Kingston  
St. Lawrence College - Job Connect  
Treas Institute  
Trent University  
University of Guelph  
University of Ottawa  
University of Western Ontario - Brescia University College  
University of Western Ontario - Career Centre  
University of Western Ontario - Engineering  
University of Western Ontario - Richard Ivey School of Business  
University of Western Ontario - Science Career Services  
University of Western Ontario - Social Sciences Career Centre  
University of Toronto - St. George Campus Career Centre  
University of Toronto - Mississauga  
University of Toronto - Scarborough  
University of Waterloo  
University of Windsor  
Wilfrid Laurier University  
York University

## QUEBEC\*

### > 7.72% OF CIRCULATION

Concordia University - Career and Placement Services  
Concordia University - John Molson School of Business  
Dawson College  
Heritage College  
John Abbott College  
McGill University  
Marianopolis College  
Université de Sherbrooke  
Vanier College

## NEW BRUNSWICK

### > 4.14% OF CIRCULATION

Atlantic Baptist University  
Mount Allison University  
New Brunswick Community College  
St. Thomas University  
University of New Brunswick - Faculty of Business  
University of New Brunswick - Student Employment Services

## NOVA SCOTIA

### > 3.75% OF CIRCULATION

Acadia University  
Cape Breton University  
Dalhousie University  
Mount Saint Vincent University  
Nova Scotia Community College (14 campuses)  
Nova Scotia Agricultural College  
Nova Scotia College of Art + Design (NSCAD)  
Saint Mary's University  
St. Francis Xavier University  
University of King's College

## PRINCE EDWARD ISLAND

### > 0.8% OF CIRCULATION

Holland College - Charlottetown Campus  
University of Prince Edward Island

## NEWFOUNDLAND

### > 3.64% OF CIRCULATION

College of the North Atlantic - Co-operative Education  
College of the North Atlantic - Stephenville Campus  
Memorial University - Centre for Career Development  
Memorial University - Sir Wilfrid Grenfell College

\* Our French edition, *Options Carrières*, is available at over 250 locations in the province of Quebec. Ask your sales representative for more information.

\*\* Estimated pass-along readership of 2.5. The listed locations represent only a minority of our points of distribution. A complete list of points of distribution is available on request.

# ADVERTISING RATES CAREER OPTIONS WINTER/SPRING 2011



Career Options is published bi-annually in January and September.  
Reserve your space in the Winter/Spring 2011 edition today!

Size	Rate
Full Page	\$6,975
Half Page	\$4,650
Sidebar	\$3,900
Half Sidebar	\$2,950
Inside Front Cover	\$10,725
Inside Back Cover	\$10,725
Back Cover	\$12,375
Profile	\$595
Advertorial (one full page)*	\$7,475

AGENCY INFO: All prices quoted are gross.

**TRIM SIZE of magazine is 8.375" x 10.875"**

\*content is subject to approval by CACEE

\*\*no bleed required

\*\*\*bleed required



Full Page  
8.375" x 10.875"  
(trim size)\*\*\*



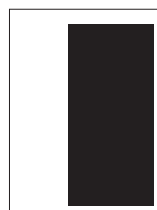
Full Page  
7.375" x 9.875"  
(live area)\*\*



Inside Cover  
8.375" x 10.875"  
(trim size)\*\*\*



Inside Cover  
7.375" x 9.875"  
(live area)\*\*



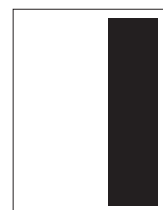
Half Page Vertical  
3.5" x 9.875"\*\*\*



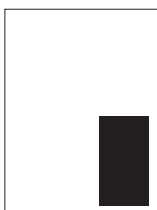
Half Page Horizontal  
8.375" x 5.35"  
(trim size)\*\*\*



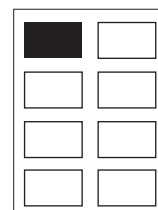
Half Page  
7.375" x 4.8125"  
(live area)\*\*



Sidebar  
2.25" x 9.875"\*\*\*



Half Sidebar  
2.25" x 4.8125"\*\*\*



Profile 3.75" x 2"  
100 Words max. + Vector  
Art .eps of logo

**To advertise on [www.careeroptionsmagazine.com](http://www.careeroptionsmagazine.com)**

Ask your sales representative today about how to gain exposure with our emerging online community.

**Booking Deadline:**  
**December 1, 2010**

## Publishing Schedule

Distribution	Insertion Booking	Material Deadline
January 2011	December 1, 2010	December 8, 2010
September 2011	June 3, 2011	June 10, 2011

## CO High School Edition:

Reach forward-looking **high school students** nationwide! Ask your sales representative about **Career Options High School Edition** today.

## Independently Audited

Have confidence in your media investment. Our circulation is independently verified by the **Canadian Circulations Audit Board (CCAB)**, a division of **BPA Worldwide**, the world's leading magazine auditing firm.

Ask your sales representative for our audit report and list of most recent advertisers.

Call us today at 613-288-5362 / [advertising@gordongroup.com](mailto:advertising@gordongroup.com)