

Career Options

FOR CANADIAN POST-SECONDARY STUDENTS

www.careeroptionsmagazine.com

FALL 2009
MEDIA KIT

**IN OUR NEXT
BACK-TO-SCHOOL ISSUE:**

**CHALLENGING TIMES... A STUDENT'S
GUIDE TO ON-CAMPUS RECRUITMENT**

WHO'S WHO ON CAMPUS TO HIRE YOU

**MAKE THE MOST OF THE ON-CAMPUS
RECRUITMENT SEASON**
Everything you need to know

GETTING THE JOB
It's more than just good marks

NEW ON CAMPUS?
Where to go to get on track

A HEALTHY OUTLOOK
Jobs in the health sector and more



**TRUSTED FOR OVER 20 YEARS. INDISPENSABLE FOR
CAREER-MINDED STUDENTS.**



The National Student Resource of:
Canadian Association of Career Educators and Employers
720 Spadina Ave., Suite 202
Toronto, Ontario M5S 2T9
www.cacee.com

Published by:
gordongroup MARKETING + COMMUNICATIONS
334 Churchill Avenue North, Ottawa, ON K1Z 5B9
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

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 20 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 - Sauder School of Business
UBC Okanagan
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
SIAST - 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 UOIT
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 - DeGroot 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 Technology
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 FALL 2009



Career Options is published bi-annually in January and September.
Reserve your space in the September 2009 edition today!

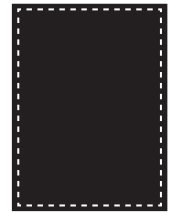
Size	Rate
Full Page	\$6,975
Half Page	\$4,650
Sidebar	\$3,900
Half Sidebar	\$2,950
Inside Front Cover	\$10,725
Inside Back Cover	\$10,725
Back Cover	\$12,375
Profile	\$595
Advertorial (one full page)*	\$7,475



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



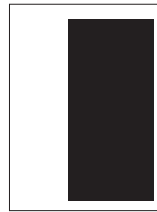
Full Page
7.375" x 9.875"
(live area)**



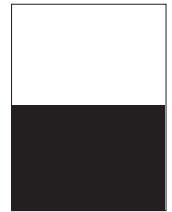
Inside Cover
8.375" x 10.875"
(trim size)***



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)***

AGENCY INFO: All prices quoted are gross

TRIM SIZE of magazine is 8.375" x 10.875"

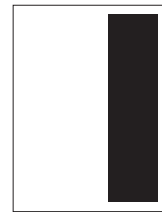
*content is subject to approval by CACEE

**no bleed required

***bleed required



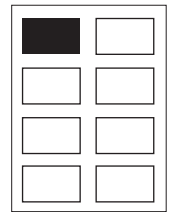
Half Page
7.375" x 4.8125"
(live area)**



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

The new Career Options website is almost ready! Ask your sales representative today about how to gain complimentary exposure with our emerging online community.

Booking Deadline:
July 17, 2009

Publishing Schedule

Distribution	Insertion Booking	Material Deadline
September 2009	July 17, 2009	July 24, 2009
January 2010	November 20, 2009	November 27, 2009

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 613-234-8468 ext. 223 / advertising@gordongroup.com