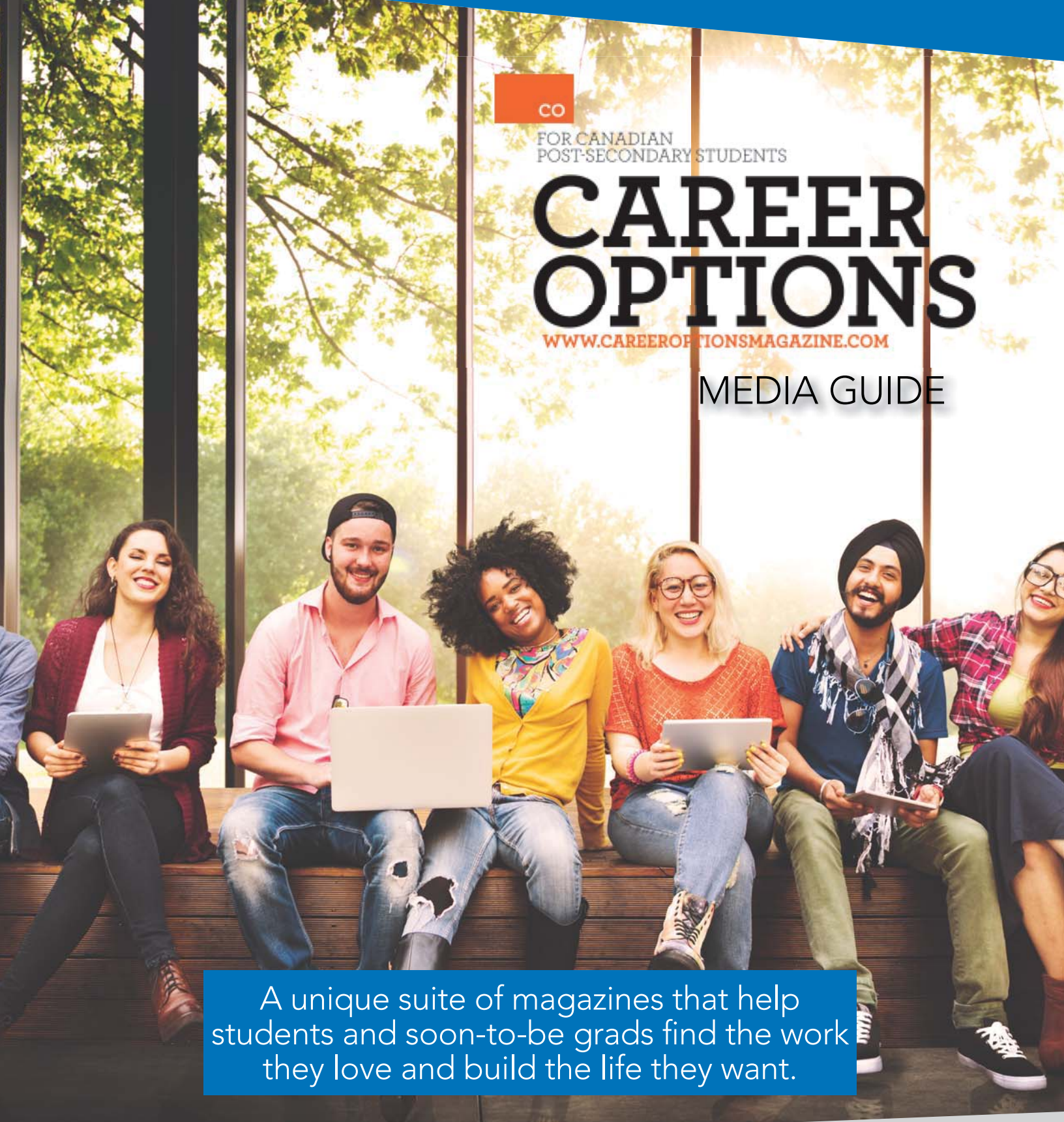


FOR CANADIAN
POST-SECONDARY STUDENTS

CAREER OPTIONS

WWW.CAREEROPTIONSMAGAZINE.COM

MEDIA GUIDE



A unique suite of magazines that help students and soon-to-be grads find the work they love and build the life they want.

cacee.com

FOR MORE INFORMATION, PLEASE CONTACT:

Tracy Goltsman

Publication Director, Naylor Association Solutions

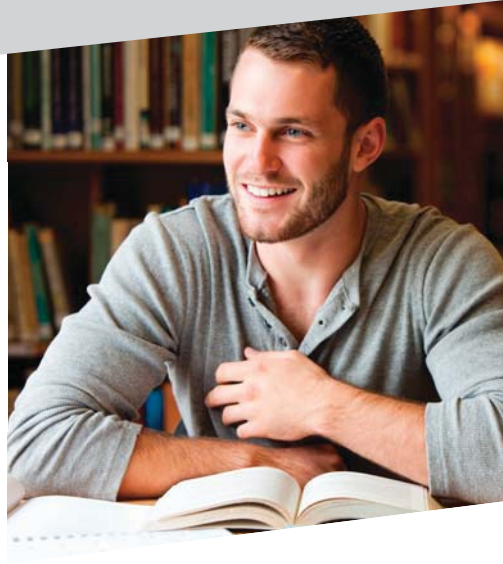
Toll Free (800) 665-2456 ext. 4437

tgoltsman@naylor.com



CO

CAREER OPTIONS



STAND OUT WITH CACEE & CAREER OPTIONS.

CACEE: The Canadian Association of Career Educators and Employers is the essential networking partnership between Canadian educational institutions and employers across Canada.

- **Our members represent almost every Canadian university, many colleges, and employers from across Canada.**
- **CACEE's goal is to advance and support on-campus recruitment and career education by providing: leadership, information, resources and a professional network for career educators and employers.**

GET YOUR NAME OUT THERE!

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.

"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

CAREER OPTIONS

7,000

TOTAL PRINT
DISTRIBUTION



- Distributed to 100% of CACEE education members.
- Reaches students across Canada in both official languages.
- Distributed at national career/education fairs throughout the country.

DISTRIBUTED AT CAMPUS CAREER CENTRES AT THE FOLLOWING UNIVERSITIES & COLLEGES:

Algonquin College	Huron University College	Redeemer University College	University of Guelph
Brock University	Kwantlen Polytechnic University	Ryerson University	University of Manitoba, Asper School of Business
Camosun College	Lakehead University Orillia	Saint Mary's University	University of New Brunswick
Capilano University	Lakehead University Thunder Bay	Saskatchewan Polytechnic	University of Ottawa
Career Planning Service (CaPS), McGill University	Langara College	Sheridan College	University of Prince Edward Island
Carleton University	Lethbridge College	Simon Fraser CAREER & VOLUNTEER SERVICES	University of Saskatchewan Student Employment and Career Centre
Conestoga College	Loyalist College	Sobey School of Business, Saint Mary's University	University of Toronto
Dalhousie	MacEwan University	St. Francis Xavier University	University of Victoria
Douglas College	Memorial University of Newfoundland	Ted Rogers School of Management Ryerson University	University of Waterloo
Durham College	Mount Saint Vincent University	Thompson Rivers University	University of Windsor, Co-op, Career & Employment Services
Faculty of Science, Western University	North Island College	Université de Moncton	Western University
Fanshawe College	Nova Scotia Community College	University of British Columbia (UBC)	Wilfrid Laurier University
Humber College	Queen's University	University of Calgary	
Humber Institute of Technology & Advanced Learning	Red Deer College		
	Red River College		



CAREER OPTIONS POST-SECONDARY

This is a vital resource for students offering tips from experts and recently hired grads, information on trends and much more.



CO WEBSITE

www.careeroptionsmagazine.com

The *Career Options* website is an extension of our print magazines. The website hosts recent and archived editions and is regularly updated with articles, blogs, videos and more.

CAREER OPTIONS

WWW.CAREEROPTIONSMAGAZINE.COM

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$ 6,249.50	\$ 5,979.50
Outside Back Cover	\$ 4,399.50	\$ 4,039.50
Inside Front or Inside Back Cover	\$ 4,199.50	\$ 3,839.50
Full Page	\$ 3,599.50	\$ 3,239.50
1/2-Page Island	\$ 2,669.50	\$ 2,429.50
1/2 Page	\$ 2,289.50	\$ 2,059.50
1/4 Page (Vertical)	\$ 1,319.50	\$ 1,189.50

Black-and-White Rates	1x	2x
Full Page	\$ 2,699.50	\$ 2,429.50
1/2 Page	\$ 1,709.50	\$ 1,539.50
1/4 Page (Vertical)	\$ 989.50	\$ 889.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship with Toolbar | \$1,799.50

Sponsorship Max | \$1,999.50

Skyscraper | \$1,999.50

Belly Band | \$1,999.50

Leaderboard | \$1,999.50

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of October 2017

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on the CO microsite. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *Career Options* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



CAREER OPTIONS DIGITAL EDITION



Toolbar | Free with Sponsorship

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,999.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Belly Band | \$1,999.50

The Belly Band is included on the front cover of the digital edition, making your company's ad ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

Leaderboard | \$1,999.50

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship* | \$1,799.50

Sponsorship Max | \$1,999.50

Your message will be prominently displayed directly across from the cover of the magazine.

*Video capabilities are not supported for Sponsorship MAX.

PRINT ADVERTISING SPECIFICATIONS

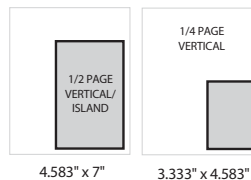
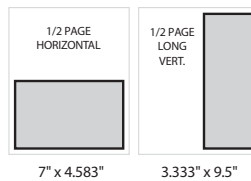
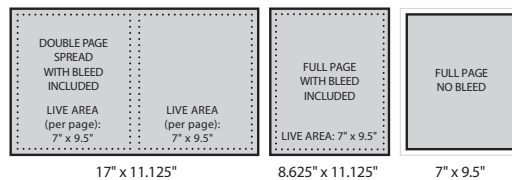
CO

FOR CANADIAN
POST-SECONDARY STUDENTS

CAREER OPTIONS

WWW.CAREEROPTIONSMAGAZINE.COM

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert

Career Options

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Website Specifications

Online Specifications - For more information, visit:

<http://www.naylor.com/onlinepecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

CAREER OPTIONS WEBSITE

Advertising on the Career Options website – careeroptionsmagazine.com

Advertising on the Career Options website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to careeroptionsmagazine.com for timely information at their fingertips, including the latest issues of Career Options digital edition, updated blog posts, videos, polls and so much more. Advertising on careeroptionsmagazine.com offers several cost-effective opportunities to position your company in front of post-secondary and highschool students across the country.

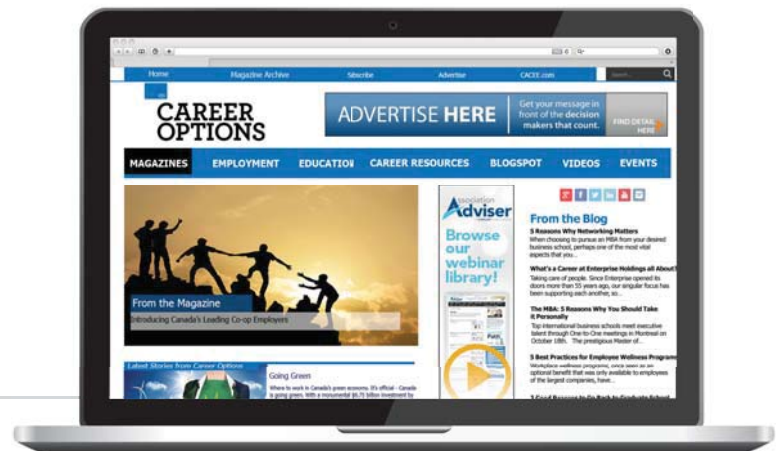
Features of CO website advertising:

- Cross-promoted in other CO publications and communication pieces
- Directs visitors to the landing page of your choice to learn more on career development
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, careeroptionsmagazine.com receives:

- Average of 10,059 sessions per month
- 16,717 page views per month

*Traffic numbers from 10/2016 - 1/2017



Leaderboard | \$2,750 (12 months)

Promote your organization on the leaderboard located at the top of our website. 3 rotations maximum and run of site! (725 x 90 pixels)

Skyscraper | \$2,250 (12 months)

Located run of site on our website, the skyscraper has a maximum of 3 rotations. (160 x 600 pixels)

Rectangle | \$1,750 (12 months)

Located run of site on our website, the rectangle position has a maximum of 3 rotations. (300 x 250 pixels)

Online Specifications - For more information, visit: <http://www.naylor.com/onlinespecs>

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.