career options
high school edition

2010-2011 MEDIA KIT

CAREER AND EDUCATION AWARENESS
FOR HIGH SCHOOL STUDENTS

A UNIQUE MAGAZINE
TO HELP STUDENTS
FIND THE WORK THEY
LOVE AND BUILD
THE LIFE THEY WANT

PLUS+
ADVICE FOR
STUDENTS ENTERING
POST-SECONDARY
EDUCATION

Published by:
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www.cacee.com

CALL US TODAY AT 613-288-5362 / ADVERTISING@GORDONGROUP.COM
WWW.CAREEROPTIONSMAGAZINE.COM
WHAT SETS CAREER OPTIONS HIGH SCHOOL EDITION APART?

OUR HIGH SCHOOL EDITION:

1. **BENEFITS FROM THE REPUTATION OF THE CANADIAN ASSOCIATION OF CAREER EDUCATORS AND EMPLOYERS (CACEE)**
   ... a national organization helping students make the transition into higher education and the workforce.

2. **ENJOYS A UNIQUE DISTRIBUTION NETWORK**
   ... through high school guidance counsellors who trust CACEE’s commitment to excellence and are familiar with the original Career Options magazine for university and college students.

3. **OFFERS AN UNPARALLELED CHANNEL FOR**
   ... reaching students and their guidance-counsellor influencers with a single media purchase.

4. **UNLIKE OTHER SIMILAR PUBLICATIONS, EXCLUDES CONSUMER ADVERTISING**
   ... keeping students focused on education and training advertisers’ messages, and ensuring that guidance counsellors feel confident about passing it on to students as a valuable resource.

5. **APPEALS TO ITS TARGET DEMOGRAPHIC**
   ... through a fresh and dynamic layout geared to media-savvy readers.

6. **ENSURES THAT ADVERTISERS RECEIVE A FULL YEAR OF EXPOSURE**
   ... at prices that outperform publications offering six or fewer months of visibility.

REACH THE INFLUENCERS AND THE STUDENTS THROUGH THE SAME MAGAZINE
ADVERTISERS FROM OUR LAST ISSUE:

Algoma University
Association of Universities and Colleges of Canada
BioTalent Canada
Black’s Photography
Canadian Automotive Institute at Georgian College
Canadian Aviation Maintenance Council
Canadian Plastics Sector Council
Canadian Steel Trade and Employment Congress
Canadian Supply Chain Sector Council
Canadian Tourism Human Resource Council
Certified General Accountants of BC
Concordia University College of Alberta
Contact Centre Canada
Cultural Human Resources Council
Humber College Business School
Hydro One
Information and Communications Technology Council
Information Technology Association of Canada
Insurance Institute of Canada
Lakehead University
Medix School
Mining Industry Human Resources Council
Northern Alberta Institute of Technology
Ontario Masonry Training Centre
Ontario Power Generation
Railway Association of Canada
SAIT Polytechnic
Student Work Abroad Program
Thompson Rivers University
Tim Hortons
Trillium Health Centre
University of Ottawa
University of Waterloo
Wendy’s Restaurants of Canada
Wood Manufacturing Council

ARTICLES FROM OUR LAST ISSUE:

A Post-Secondary Education Is More Than Just Books!
Financial Planning for Post-Secondary Education
Choosing Your University
How the Friendships You Make Today Can Help You Be Successful Tomorrow
Advice from the Experts
Student Services: A Helping Hand on Campus
10 Easy Ways for University Students to Build International Skills on Campus
Say What? A Post-Secondary Glossary
How to Be a Campus Tourist
Preparing the Best Sales Pitch... For You!
What Are You Going to do? Career Planning for Parents of New Post-Secondary Students
Avoiding the Freshman 15

SPECIAL OFFER!

WANT TO INFLUENCE STUDENTS FROM UNIVERSITIES AND COLLEGES AS WELL AS FROM HIGH SCHOOLS?
Ask us how you can get a discount by advertising in both our High School Edition and the original Career Options for post-secondary students.
### ADVERTISING RATES

**CAREER OPTIONS HIGH SCHOOL EDITION**  
Is published annually in September. Reserve your space today!

**BOOKING DEADLINE:**  
**JULY 23, 2010**

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**WWW.CAREEROPTIONSMAGAZINE.COM**

“...a walk-in resource for students and parents in the counselling service... provides a teachable vehicle for the Grade 10 Career Studies course and other guidance courses.” MARC VERHOEVE, EXECUTIVE DIRECTOR, ONTARIO SCHOOL COUNSELLORS’ ASSOCIATION

“I found it very useful because it represented all pathways for students... love to get some more for next year.” STEWART MOGGY, GUIDANCE, SUDBURY SECONDARY SCHOOL

### REACH 125,000* STUDENTS FROM COAST TO COAST

*50,000 copies printed, 2.5 estimated average pass-along readership

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