

career options

high school edition

WWW.CAREEROPTIONSMAGAZINE.COM/HIGHSCHOOL

2013 ADVERTISING RATES

NEW Zmags

At *Career Options*, we recognize that reaching today's students means moving online and embracing new technologies. In addition to its print distribution, our high school edition will now be distributed through an innovative online publishing platform called **Zmags**. (See page 3 for more details.)

DISTRIBUTED VIA EMAIL TO

- **25,000 REGISTERED STUDENTS**
- **13,000 GUIDANCE COUNSELLORS**

DISTRIBUTED VIA MAIL TO

- **ALL 2,770 ENGLISH HIGH SCHOOLS IN CANADA**

In our upcoming
Winter/Spring
2013 issue:

SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

SMEs are an important part of Canada's economy and make up 48 percent of the workforce. According to Industry Canada, 98 percent

of all employer businesses in Canada are small businesses.

+ A feature on international post-secondary options.

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



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

Media Representatives:

gordongroup MARKETING + COMMUNICATIONS
334 Churchill Avenue North, Ottawa, ON K1Z 5B9
www.gordongroup.com

WHAT SETS *CAREER OPTIONS HIGH SCHOOL EDITION* APART?

OUR HIGH SCHOOL EDITION:

1. APPEALS TO ITS TARGET DEMOGRAPHIC

... through a fresh and dynamic layout geared to media-savvy readers. Written by student journalists, the content is objective and relevant.

2. ENJOY UNIQUE DISTRIBUTION NETWORKS (online, Zmags, social media and print)

... 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. 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.

4. UNLIKE OTHER CAREER 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. ENSURES THAT ADVERTISERS RECEIVE A FULL YEAR OF EXPOSURE

... at prices that outperform publications offering six months of visibility or fewer.

REACH THE INFLUENCERS AND THE STUDENTS THROUGH THE SAME MAGAZINE!

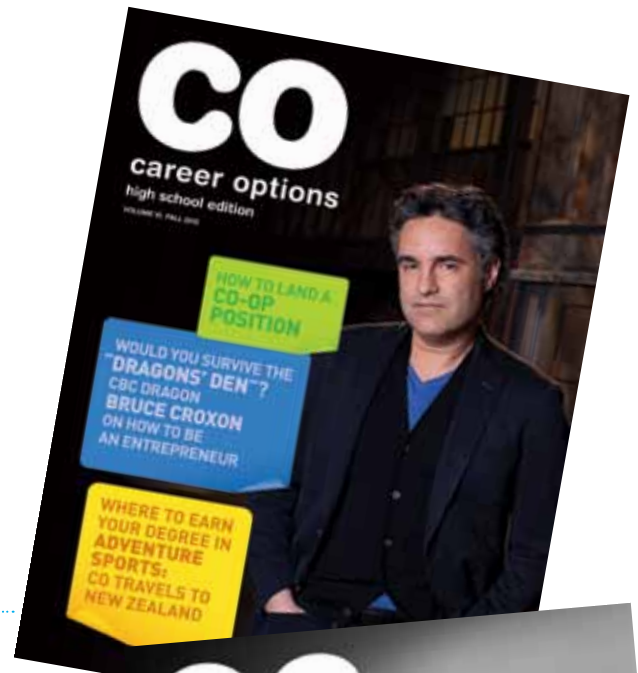
EMAIL CIRCULATION

Distributed via email to

- **25,000** registered students
- **13,000** guidance counsellors who have expressed an interest in receiving career pathway information

Distributed via mail to

- all **2,770** English high schools in Canada



PRINT CIRCULATION

3,000 copies of *Career Options High School Edition* distributed to all English high schools in Canada.

1,000 copies of *Options Carrières pour les étudiants de niveau secondaire* distributed to all French high schools in Canada.

1,000 copies distributed to all major national career events.



ZMAGS















- This will allow students to interact with the magazine on a whole new level, through web, tablet, mobile and social channels.
- Students will be able to watch embedded videos, share their favourite articles through social media, comment on stories and much more.
- The cloud-based rich-media marketing platform provides a deeply engaging and fluid online presentation capability.
- It allows you to jazz up your ads with embedded videos, deepen customer engagement, drive recruitment, and act on insight based on customer analytics.

NET ADVERTISING RATES

CAREER OPTIONS HIGH SCHOOL EDITION:
RESERVE YOUR SPACE TODAY!

Publishing Schedule

Distribution	Insertion Booking	Material Deadline
February 2013	January 7, 2013	January 11, 2013
October 2013	August 30, 2013	September 6, 2013

AD SIZE	ENGLISH RATES	FRENCH RATES	DIMENSIONS (WXH)	VISUAL
Full Page	\$4,375.00	\$2,625.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Half Page	\$3,150.00	\$1,890.00	Vertical: A. 3.5" x 9.875"* Horizontal: B. 8.375" x 5.35" (trim size)** or C. 7.375" x 4.8125" (live area)*	A.  B.  C. 
Sidebar	\$2,660.00	\$1,600.00	2.25" x 9.875"	
Quarter Page	\$2,187.50	\$1,312.50	3.6875" x 4.8125"**	
Inside Front Cover	\$5,250.00	\$3,150.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Inside Back Cover	\$5,250.00	\$3,150.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Back Cover	\$6,125.00	\$3,675.00	8.375" x 10.875" (trim size)**	
Double-sized Profile	\$1,000.00	\$900.00	7.625" x 2"	
Profile	\$500.00	\$450.00	3.75" x 2" 100 Words max. + Vector Art .eps of logo	
NEW! Embedded Video	\$100.00	\$100.00	See tech specs on page 5	
TRIM SIZE of magazine is 8.375" x 10.875"			*no bleed required	**bleed required

Looking for an effective and affordable way to deliver your targeted message to high school students? We now offer you the option to have your outsert/call to action card packaged and mailed within the clear polybags that the magazine is delivered in.

Why opt for this additional exposure?

- Cards command attention as they are delivered with the CACEE brand
- Reach both students and counsellors
- Ability to deliver nationwide or geotarget
- Portable and easy to pass along
- Creative deadlines later than those for the magazine
- Save yourself the time and postage!

Standard rates (based on delivery to every HS location across Canada)*:

- 1 standard postal card insert/polybag, 4" x 6" = \$1,500
- 1 full page insert/polybag, 8,375" x 10,875" = \$2,000

Please note that all printed inserts need to be delivered to our printer (address will be provided upon request) by our material deadline: January 11, 2013.


* Ask your dedicated Account Manager for a tailored offer based on your specific size and quantity requirements

Call us at 613-288-5363 / advertising@gordongroup.com
WWW.CAREEROPTIONSMAGAZINE.COM/HIGHSCHOOL

ONLINE ADVERTISING RATES*

EXCLUSIVE-USE ADS

(Industry standard ad sizes; all 4 sides reserved by one advertiser; dynamic ads are possible)

AD UNIT	SIZE (PIXELS)	TIME INTERVAL (1 Month Exposure)	
1. Leaderboard (top page banner)	668 X 90	\$800	
2. Skyscraper (tall)	150 X 600	\$600	
3. Skyscraper (medium)	150 X 368	\$500	
4. Skyscraper (short)	150 X 200	\$400	

SHARED-USE STATIC ADS**

(One side per advertiser; up to four sides; rotation time 6 seconds)

AD UNIT	SIZE (PIXELS)	TIME INTERVAL (1 Month Exposure)	
1. Leaderboard (top page banner)	668 X 90	\$500	
2. Skyscraper (tall)	150 X 600	\$375	
3. Skyscraper (medium)	150 X 368	\$300	
4. Skyscraper (short)	150 X 200	\$250	

* We use industry standard online ad sizes; rotation time is 6 seconds.

** Reserved for the complimentary value campaign packages.

ONLINE TECHNICAL SPECIFICATIONS

GENERAL REQUIREMENTS

Please contact us at [613-288-5363](tel:613-288-5363) or email us at advertising@gordongroup.com for all advertising information or assistance in creating any advertising-related materials prior to building the files.

- All creative must be sent to advertising@gordongroup.com.
- All creative set to run on careeroptionsmagazine.com should be received no later than five business days prior to air date, unless otherwise noted.

TERMS AND CONDITIONS

- If the advertiser attempts to cancel the transaction after having signed the associated insertion-order contract and/or after the booking deadline set out in the rates card provided by the publisher to the advertiser, the advertiser continues to be responsible for payment in full to the publisher of all charges set out in the said insertion-order contract.
- Rates are quoted in Canadian dollars and do not include applicable taxes. Prices subject to change after ad closing date. Payment within 30 days of invoicing.
- Artwork submitted past the materials deadline is subject to a \$200.00 late fee, unless permission has been otherwise granted by the publisher.

TURNAROUND TIME

- You must allow at least five business days for our testing of enhanced creative before the placements can be set active.
- All creative must be tested and functional in versions of Firefox and Internet Explorer.
- Final approval is based on publisher acceptance of working version.

- The publisher is entitled to full payment upon completing the printing of the advertisement.
- Accounts shall be payable in Canadian funds.
- Interest of 2% per month (24% per annum) shall be charged to all overdue accounts.

Please make cheques payable to:

gordongroup
334 Churchill Avenue North
Ottawa, Ontario CANADA K1Z 5B9