

CO

career options
high school edition

www.cacee.com/careerhs

MEDIA KIT

**LIMITED AD
SPACE MEANS
YOUR MESSAGE
STANDS OUT.**

**Reach students
looking towards
college or
university -
before they
apply.**

**RELEVANT AND
APPEALING
ARTICLES FROM
EDUCATION
AND INDUSTRY
EXPERTS.**

**Fresh and
dynamic
layout which
will appeal to
media-savvy
readers.**

**REACH YOUR TARGET
AUDIENCE THROUGH
DIFFERENT CHANNELS
BY GETTING FREE
ONLINE ADVERTISING
INCLUDED WITH THE
PRINT ADS!**

**No consumer-oriented
advertising: guidance
counsellors promote
the magazine as an
outstanding
resource.**

**A 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, Ontario M5S 2T9
www.cacee.com

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

Your ad will reach Canadian teens in CAREER OPTIONS HIGH SCHOOL EDITION!

What is Career Options High School Edition?

- CAREER OPTIONS HIGH SCHOOL EDITION magazine is a student resource that provides information to assist in the transition from high school into post-secondary education.
- CAREER OPTIONS HIGH SCHOOL EDITION includes tips on selecting an institution, identifying key differences between college and university, advice on selecting courses to best support a career path, discussions on the pros and cons on residence life vs. living at home, interviews with students who have made a successful transition, and much more!
- CAREER OPTIONS HIGH SCHOOL EDITION is published by the Canadian Association of Career Educators and Employers (CACEE). CACEE is a national, not-for-profit organization that has worked to provide information, advice, professional development opportunities, and services to employers, career services professionals and students for over 55 years.
www.cacee.com

Advertisers include:

- Colleges and universities recruiting the next generation of students
- Employers wishing to gain visibility among young people
- Programs and services for career-minded youth












Why Advertise With Us?

- CAREER OPTIONS HIGH SCHOOL EDITION is available FREE through guidance counsellors at high schools across Canada.
- 50,000 copies are circulated annually nationwide.
- Limited ad space means that ads stand out.
- Advertisers are guaranteed to reach a youth audience.
- Quality content is endorsed by a committee of career practitioners and employers.
- Strength of CACEE brand has earned the support of career counselors.
- High-gloss paper and dynamic layout and design appeals to teens.
- ONLINE advertising is included with the print ad cost!

RATE SHEET & AD SPECS

Career Options High School Edition is published annually in September.
Reserve your space today!

Booking Deadline:
August 15, 2009

Ad Size	2009	Dimensions (WxH)	Visual
Full Page	\$4,375.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Half Page	\$3,150.00	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. 
Quarter Page	\$2,187.50	3.6875" x 4.8125"***	
Inside Front Cover	\$5,250.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Inside Back Cover	\$5,250.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Back Cover	\$6,125.00	8.375" x 10.875" (trim size)**	

The price of all print ads includes 12 months of FREE online advertising.

TRIM SIZE of magazine is 8.375" x 10.875"

*no bleed required **bleed required

5% Discount — sign up @ www.cacee.com

Deadlines	Bleeds	File Upload Info	Print Formats	Web Formats
Ad Booking: Aug. 15, 2009 Materials: Aug. 22, 2009 Payment: Within 30 days of invoicing	Please build in 1/8" bleed if your ad requires one. This applies to ALL full page ads including: back cover and the inside front/back cover.	Please upload completed artwork to: ftp.gordongroup.com Username: comag Password (case-sensitive): CACEE	CAREER OPTIONS HIGH SCHOOL EDITION will be accepting no less than 300 dpi tiffs in CMYK, EPS files with fonts converted to outlines or Press Ready PDFs. No other formats will be accepted.	CAREER OPTIONS HIGH SCHOOL EDITION will be accepting no less than 72 dpi jpegs in RGB, or gifs. No other formats will be accepted.

For more information or to reserve your ad space, please contact:

Thomas Krayner t: 613-234-8468 x 223 e: tkrayner@gordongroup.com

PLEASE NOTE:

- Rates are quoted in Canadian dollars, and do not include applicable taxes. Prices subject to change after ad closing date.
- Artwork submitted past the materials deadline is subject to a \$200.00 late fee, unless permission has been otherwise granted by the publisher. If ad artwork is not supplied by date of final release, advertiser may be held liable for the full cost of the designated ad space.