

CO

FOR CANADIAN
POST-SECONDARY STUDENTS

CAREER OPTIONS

media kit

CAREEROPTIONSMAGAZINE.COM

WINTER/SPRING 2014

A unique suite of magazines that help students and soon-to-be grads 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

TRUSTED FOR 28 YEARS.
INDISPENSABLE FOR
CAREER-MINDED STUDENTS.



media kit

WINTER/SPRING 2014

CAREEROPTIONSMAGAZINE.COM

Promote your organization to Canada's best and brightest through the top student resource on careers and education.



“In the past two years I’ve been redefining many things and reading *Career Options* makes a big difference in my decision making! Thank you so much for all the knowledge shared with your readers.”

— **Rocio Valencia**, Student,
Concordia University

Why advertise with *Career Options*?

- TRUSTED BRAND** Published by Canadian Association of Career Educators and Employers (CACEE)
- AUDITED** Distribution strength verified by CCAB
- AUDIENCE** **150,000** English and **100,000** French readers annually*
- REACH** National circulation in both official languages
- DISTRIBUTION** Circulated to virtually every college and university campus across Canada
- PROMOTION** Purchased by career centres and distributed free-of-charge
- PARTNERSHIPS** Distributed at leading student/employment fairs
- FURTHER REACH** Multichannel approach** including print and digital issue, online exposure, sponsored web contact, social media

* Estimated pass-along rate of 2.5

** Contact your account manager to tailor your campaign



What is *Career Options*?

Vital resource for post-secondary students offering:

- » Tips from experts and recently hired grads
- » Information on key industries and employment trends
- » Advice on graduate studies, international experiences and retraining
- » Co-op and internship options

Relevant and timely theme for each issue (January and September)

Articles written by career development professionals and student journalists

60:40 ratio of editorial content to advertisements

Advertisements are all recruitment related

International and Career Turning Point sections

Published by Canadian Association of Career Educators and Employers since 1986

Who reads CO?

Career-focused post-secondary students across Canada

Students' influencers (parents, friends, mentors)

International students visiting careeroptionsmagazine.com

Newcomers to Canada, recently laid-off workers and experienced Canadians seeking a new career path

CACEE members and distributors

Career development professionals

According to our 2013 survey, here are the top reasons career development professionals purchase CO:

- » Valuable information
- » Well-written articles
- » Students enjoy it
- » Visually pleasing
- » Inexpensive

“Career Options magazine never disappoints and always hits the mark with articles ranging from the latest in career and job search advice to how to be successful. It is a must read for Canadian post-secondary students and we proudly distribute it to our students!”

— Susan Coyne,
Career Services Consultant
Fanshawe College



circulation

“Career Options is readable and relevant to the life and work interests of today’s workforce. Our students enjoy the publication and we’re glad we can provide it as a source of information.”

— Vicky Chio,
Career Services Coordinator
Bow Valley College

“We feel Career Options is a great publication. We intend, of course, to order again.”

— Sherry Rempel,
Career Centre Assistant
University of the Fraser Valley

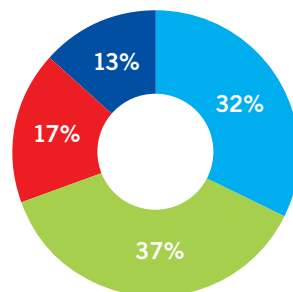
Where is Career Options circulated?

All major college and university campuses across Canada via:

- » Active promotion at career centres and co-op offices
- » On-campus career and open house events
- » One-on-one career advisor appointments
- » Classrooms/Workshops

Leading Canadian education and job fairs

Urban employment centres



- University career centres
- Colleges / Cégeps
- Employment centres (Including CJE and CLE in Quebec)
- Major career events





net advertising rates

Publishing schedule – upcoming issue

Distribution January 2014
Insertion Booking November 27, 2013
Material Deadline December 4, 2013

Size	English Rates	French Rates
Full Page	\$6,975	\$4,185
Half Page (Vertical or Horizontal)	\$4,650	\$2,790
Sidebar	\$3,900	\$2,340
Half Sidebar	\$2,950	\$1,770
Inside Front Cover (Full page)	\$10,725	\$6,435
Opposite Inside Front Cover (Full page)	\$10,725	\$6,435
Opposite Table of Contents (Full page)	\$7,975	\$5,185
Double-sized Business Card	\$1,000	\$1,000
Business Card	\$595	\$595
Advertorial (Full page)*	\$7,475	\$4,685

* content is subject to approval by CACEE

Independently Audited: Have confidence in your media investment.

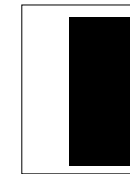
Our circulation is independently verified by the Canadian Circulations Audit Board (CCAB), a division of BPA Worldwide, the world's leading magazine auditing firm. Ask your sales representative for our audit report and list of most recent advertisers.



Full Page
8.375" x 10.875"
(trim size)[†]



Full Page, no bleed
7.375" x 9.875"
(live area)^{††}



Half Page Vertical
3.5" x 9.875"
(live area)^{††}

[†] extra 0.125" bleed required

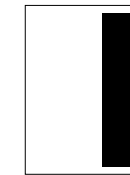
^{††} no bleed required



Half Page Horizontal
8.375" x 5.35"
(trim size)[†]



Half Page Horizontal, no bleed
7.375" x 4.8125"
(live area)^{††}



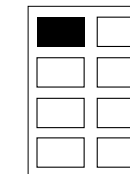
Sidebar
2.25" x 9.875"^{††}



Half Sidebar
2.25" x 4.8125"^{††}



Double-size Business Card
7.625" x 2"^{††}



Business Card
3.75" x 2"^{††}

Call us today at 613-288-5363 / advertising@gordongroup.com



special edition

Purchase your ad in *Career Options Health Care!*

CO is excited to be launching a health care education resource for students across the country. Appearing in *Career Options* in Winter/Spring 2014, this special section will feature profiles of top Canadian and international health care educational institutions as well as company profiles and job opportunities in the industry.

Size	English Net Rates	French Net Rates
Full Page	\$6,975	\$4,185
Half Page	\$4,650	\$2,790
Sidebar	\$3,900	\$2,340
Half Sidebar	\$2,950	\$1,770
Full-page Profile (Option 1)	\$7,475	\$4,685
Full-page Profile (Option 2)	\$8,475	\$5,685
Double-sized Business Card	\$1,000	\$1,000
Business Card	\$595	\$595
Inside Front Cover	\$10,725	\$6,435
Opposite Inside Front Cover	\$10,725	\$6,435
Opposite Table of Contents	\$7,975	\$5,185
Embedded Video	\$500	\$500

(See Online Advertising Specifications for embedded video specifications)

CO Health Care points of distribution

- » Medical Schools » Nursing Schools » Paramedic Schools
- » Faculties of Health Sciences » Health care recruitment events
- » Other health care educational institutions

Profiles and Editorial Services:

Profiles or advertorials are a great way to promote your organization because they offer the opportunity to expand on your message in a full-page article. In addition, readers are more likely to read profiles as opposed to traditional advertisements, which are sometimes skipped over. Translation services are available (additional fees apply).

Option 1: Full-page profile

- » Advertiser provides editorial content and photos (optional)
- » Career Options produces the design and layout

Option 2: Full-page profile with writing services

- » Advertiser coordinates an interview with a CO writer
- » CO writes an article, and completes the design and layout

Profile specifications:

- » 500 words maximum
- » Logo of the institution and one additional image in high resolution EPS, TIFF, JPEG (all minimum 300 dpi)

Call us today at 613-288-5363 / advertising@gordongroup.com