



Canadian Organization of Campus Activities 2017 Conference Manual ADVERTISING RATES

The COCA 2017 conference manual will be printed in full colour, magazine format with glossy cover and approximately 80 pages in length. It will include the detailed conference schedule, a photo and description of each showcase artist, and much more. The Conference Manual is an invaluable tool helping delegates to get the most from the Conference.

MECHANICAL REQUIREMENTS:

Actual Page Size: 8½" wide x 11" high

<u>Ad Type</u>	<u>Size – no bleed</u>	<u>Size – full bleed*</u>	<u>Price – Full Colour</u>
Two Facing Pages	16.5 w x 10.5 h	17 w x 11 h	\$895 +HST
Full Page	8 w x 10.5 h	8.5 w x 11 h	\$650 +HST
Half Page Vertical	3.875 w x 10.5 h	4.125 w x 11 h	\$395 +HST
Half Page Horizontal	8 w x 5.125 h	8.5 w x 5.875 h	\$395 +HST
Quarter Page Vertical	3.875 w x 5.125 h	(n/a)	\$225 +HST

* N.B. All Full Bleed ads must include a 0.125 in. bleed around all sides, including crop marks.

ARTWORK & DEADLINE INFORMATION

- Ad Space Reservation Deadline: Thursday, May 11, 2017
- Ad Submission Deadline: Thursday, May 18, 2017
- Resolution: All adds must be submitted as Hi-Res, Print-Quality, 300 dpi or higher.

FINAL AD MATERIAL (on CD or send via HighTail.com):

- If completed ads are supplied on CD: Please include a "Printout" of the finished ad to help ensure the "e" version opens correctly and you get the ad you want.
- If completed ads are to be sent online, DO NOT send as an email attachment. Rather, use the HighTail.com system (or similar file sharing site). Go to the site, and send to: <cocaoffice {at} coca.org> and attach your ad file. Be sure "COCA17" and your company or artist name: (1) is part of the file name and (2) appears in the subject line of your email.
- If you do NOT have an ad designer or a print-ready ad available, we may be able to help you find an ad designer as long as you can provide the necessary logos, photos, text, etc. by May 4. Please contact Earle Taylor at the COCA Office by phone (519-690-0207) or email <cocaoffice {at} coca.org> should this service be required.
- Artwork can be in PC or Mac platform – full-colour (CMYK only), print-quality, 300 dpi – JPEG, PDF, PSD, AI, EPS, or TIFF file. Then send as noted above. NO web-quality (72 dpi) images please!
- Please "outline" all text if sending AI or EPS files.

PAYMENT DELIVERY INSTRUCTIONS:

Please complete the enclosed "Advertising Order" form and fax or email to the COCA Office. If paying by cheque, please mail a copy of the "Order" form with payment. You may also move the Ad Order "Subtotal" to the designated line on your Associate Conference Registration form to arrive at one total for all conference-related expenses. Cheques or money orders are payable to "**Canadian Org'n of Campus Activities**".

MAIL TO:

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