

The SURVIVAL GUIDE 2009-2010

FORMERLY KNOWN AS THE DAYTIMER

May 2009

Dear Advertiser,

The Survival Guide is a calendar and an information guide produced and distributed annually by the Central Student Association at the University of Guelph. It contains many features which students find useful: a daily planner and event calendar, semesterly timetables, the survival guide, campus and transit maps, and additional academic, social and health information. Additionally, the book is distinguished from other daybooks by its student-oriented design. *The Survival Guide's* handy size, indispensable contents and appealing appearance make it an integral part of a student's daily routine.

This annual publication is distributed free to undergraduate students. While the majority of the books are given out during September, copies are handed out throughout the remainder of the fall semester, and again at the beginning of the winter semester. A limited number of complimentary copies are also given to faculty and staff. The book has proven itself popular with students year after year. Currently, we publish 12,000 copies of *the Survival Guide* each year.

I'm sure that you recognise the buying force that 17,000 full-time and part-time undergraduates represent for the merchants of Guelph. *The Survival Guide* can provide you with continued exposure to this audience beginning with the first day of classes and lasting beyond the academic year and through the summer months.

A copy of the 2008-2009 CSA *Survival Guide* has been enclosed, along with a display ad sizing sheet and a contract. Book your ad in the 2009-2010 *Survival Guide* by completing and returning the contract to me by Friday, July 10th at the latest. Ad copy, graphics and other ad-related materials must be included at this time. Payment arrangements must be made by Friday, July 17th. Advertisers wishing to provide their own artwork—in a camera-ready format suitable for scanning or on disk—must also do so by this date. Please refer to the sizing sheet for information about appropriate file formats for ads supplied digitally.

The 2009-2010 CSA *Survival Guide* will provide you with constant exposure to University of Guelph students throughout the next academic year at a reasonable price. Should you have questions about this opportunity, please call me at 519/824.4120 Ext. 58188.

Sincerely,

John Bonnar
Advertising Coordinator

The SURVIVAL GUIDE 2009-2010

AD SIZING INFORMATION

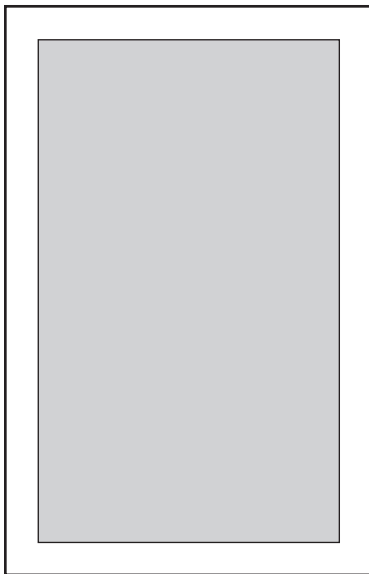
booking and submission deadline July 10, 2008 **payment deadline** July 17, 2008

Actual page dimensions are 5.5" x 8.5" as indicated by the exterior line. Ad space is denoted by shaded interior space. Diagrams are to scale at 35% of actual size.

A limited number of other advertising opportunities, including full-colour cover and tab positions as well as bookmarks, are available in the 2009-2010 edition of The Survival Guide. Contact Advertising Coordinator John Bonnar at 519/824.4120 Ext. 58188 or by email at jbonnar@uoguelph.ca for more information.

The Survival Guide is produced on a Mac in InDesign CS3. Art-ready ads must be supplied as InDesign or Quark 4.0 documents (with fonts and images), Illustrator eps files, Photoshop tiffs, or press-quality pdfs. Resolution for all images is 300 dpi. All ads are one-colour (black). **Consult with the designer about other file formats: 519/822.0890 or info@kathegrays.ca.**

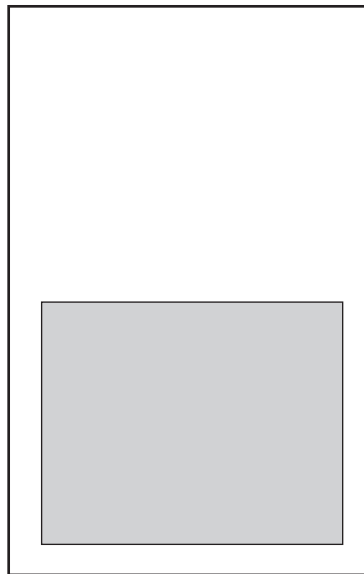
FULL PAGE



4 1/2" x 7 1/2"
(horizontal by
vertical)

\$900 + GST
(preferred placement
available for extra
charge)

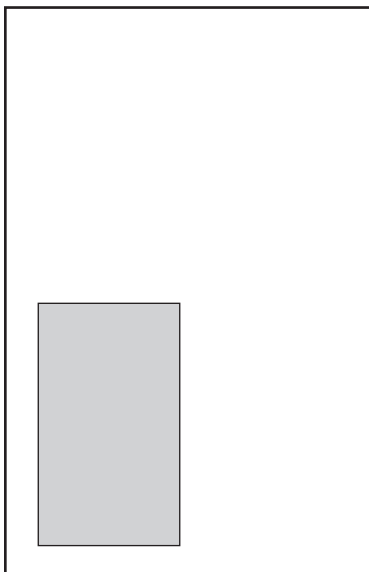
HALF PAGE



4 1/2" x 3 5/8"
(horizontal by
vertical)

\$540 + GST
(preferred placement
available for extra
charge)

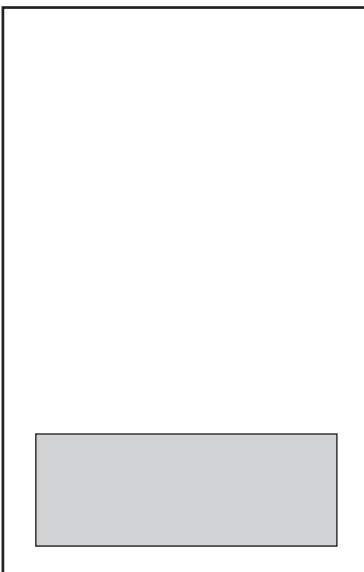
QUARTER PAGE (VERTICAL)



2 1/8" x 3 5/8"
(horizontal by
vertical)

\$325 + GST
(preferred placement
available for extra
charge)

QUARTER PAGE (HORIZONTAL)



4 1/2" x 1 11/16"
(horizontal by
vertical)

\$325 + GST
(preferred placement
available for extra
charge)

CALENDAR SPOT 1 1/8" x 7/8" (horizontal by vertical) \$225 + GST