

The SURVIVAL GUIDE 2009–2010

FORMERLY KNOWN AS THE DAYTIMER

May 2009

Dear Reader,

Each fall, the Central Student Association publishes a calendar and information guide for the undergraduate students at the University of Guelph. This publication—the *CSA Survival Guide*—provides the student body with a directory of the University and all it has to offer. Distributed free to undergraduates, the book has proven itself popular with students year after year. Currently, we publish 12,000 copies each year.

I would like to extend your student service organization the opportunity to become part of the 2009–2010 *CSA Survival Guide* at prices lower than those paid by both on-campus businesses and all off-campus advertisers. As noted in the contract, a limited number of preferred placement positions are available for a fee. Should you wish to run a text-based ad to describe your services, the enclosed ad sizing sheet details the approximate number of words that can comfortably fit in the various spaces available. While *The Survival Guide* designer can design your ad, you may also choose to have a designer of your choice assemble it in any of the approved file formats.

If you choose to buy student service ad space, we will include your events and special dates within the calendar pages of the 2009–2010 *CSA Survival Guide* as a special service to your organization, with a maximum of five spots per quarter page purchased. Please send the confirmed date listings—no more than **eight** words each—with your completed contract. Note that this offer is subject to available space.

To book your ad in *The Survival Guide*, complete and return the contract to me by **Friday, June 5**. Include hard copies of your ad copy, your special events, and your logo or other graphics (if applicable) at this time. Digital files of these items should also be supplied electronically to both lmccabe@uoguelph.ca and studio@electricpear.ca. If we are providing your ad design, you will be given a chance to proof your ad prior to publication.

If you will be providing your ad already designed, please refer to the attached Student Service Sizing Information sheet to ensure you are using an acceptable design program and will be submitting your artwork in an acceptable file format. Additional fees may apply if you submit an ad in unapproved formats not suggested. Please contact studio@electricpear.ca with any questions.

The 2009–2010 *CSA Survival Guide* will provide University of Guelph students with information about your organization and services throughout the next academic year at a reasonable cost. Should you have any questions about this opportunity, please call me at 519/824.4120 Ext. 56748.

Sincerely,

Louise McCabe
Student Service Ad Coordinator

The SURVIVAL GUIDE 2009-2010

STUDENT SERVICE ADVERTISING CONTRACT

booking and submission deadline June 5, 2009 **payment deadline** 30 days after invoicing

The Central Student Association Survival Guide is both a daybook and a compilation of information about the resources and services available to Guelph students on campus and off. This year, 12,000 copies of the book will be distributed free to University of Guelph undergraduate students. For more information about placing your student service ads in the 2009-2010 edition, contact Louise McCabe at 519/824.4120 Ext. 56748 or by email at lmccabe@uoguelph.ca. Signed and completed agreements can be faxed to Louise's attention at **519/763.9603**.

ORGANIZATION	_____
CONTACT PERSON	_____
ADDRESS	_____
EXTENSION	_____ FAX _____
EMAIL	_____

AD SIZE			
FULL PAGE		\$ 675	\$ _____
1/2 PAGE		\$ 405	\$ _____
1/4 PAGE	<input type="radio"/> VERTICAL <input type="radio"/> HORIZONTAL	\$ 245	\$ _____
PLACEMENT (20% OF AD PRICE)			\$ _____
CALENDAR SPOT		\$ 175	\$ _____
OTHER	_____		\$ _____
		SUBTOTAL	\$ _____
_____	Authorizing Signature	5% GST	\$ _____
_____	Date	TOTAL	\$ _____

TERMS Signing this contract obligates the advertiser to a cancellation fee of 50%. An invoice will be issued to all list copy advertisers at a later date. Invoices unpaid after 30 days will be charged an additional 2% per month.

DESIGN Advertisers must supply list ad on or before Friday, June 5, 2009. Ad copy should be supplied as clean laser-printed hard copy and on disk/by email in an approved format. Logos must be supplied in a format suitable for scanning or as high resolution tiffs, jpegs or eps files at 300 dpi or greater. If provided digitally, logos and text must be in separate files. Please see the attached sizing sheet for approved formats or contact studio@electricpear.ca. If supplying artwork on disk, a laser printout of the ad must be provided. An additional fee may apply if files are submitted in unapproved formats or in incorrect sizes. The CSA reserves the right to edit copy for space considerations if advertisers ignore word counts recommended on the sizing sheet. Copy may also be edited for grammar and spelling. A final proof will be faxed to the advertiser for approval. Corrections must be received within 24 hours or final approval will be assumed. GST No. 108161845RT0001

For CSA office use only

Payment method:

cash

cheque

other

Date(s): _____

Deposit date(s): _____

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STUDENT SERVICE SIZING INFORMATION

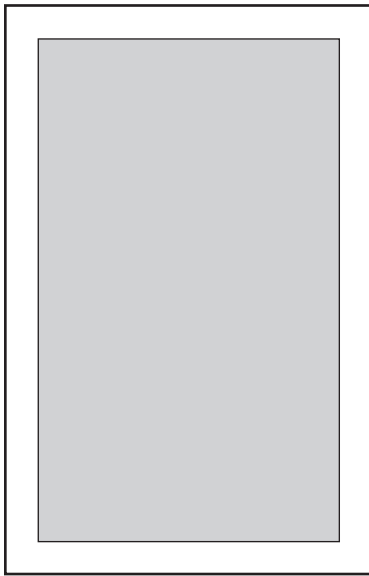
booking and submission deadline June 5, 2009 **payment deadline** 30 days after invoicing

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.

Contact Louise McCabe at 519/824.4120 Ext. 56748 or by email at lmccabe@uoguelph.ca for more information on student service advertising in the 2009-2010 edition of The CSA Survival Guide.

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 studio@electricpear.ca.**

FULL PAGE

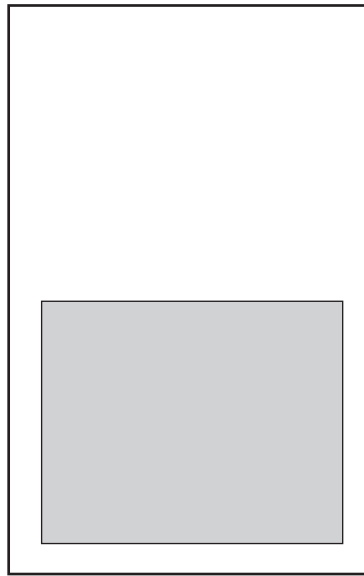


4 1/2" x 7 1/2"
(horizontal by
vertical)

**fits 350 words
maximum**

\$675 + GST

HALF PAGE

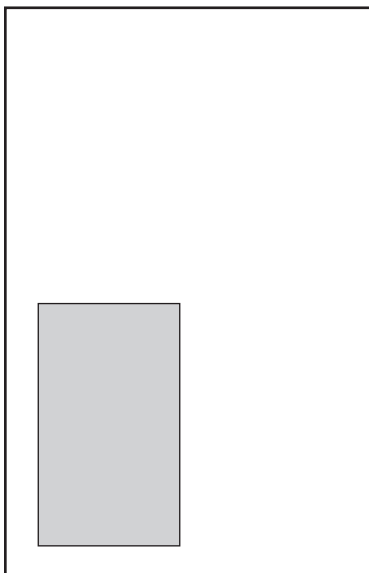


4 1/2" x 3 5/8"
(horizontal by
vertical)

**fits 175 words
maximum**

\$405 + GST

QUARTER PAGE (VERTICAL)

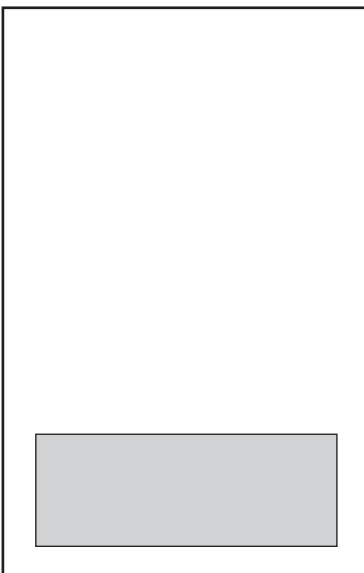


2 1/8" x 3 5/8"
(horizontal by
vertical)

**fits 80 words
maximum**

\$245 + GST

QUARTER PAGE (HORIZONTAL)



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

**fits 80 words
maximum**

\$225 + GST

CALENDAR SPOT 1 1/8" x 7/8" (horizontal by vertical) **20 words maximum without logo** \$175 + GST