

HANDBOOK RATE PACKAGE



STUDENT HANDBOOK | 2011 2012

Dear Prospective Advertiser,

Thanks for letting me send this information about the 2011/12 Fanshawe College Student Handbook/Day Planner.

Fanshawe College is a diverse and dynamic school situated in London, Ontario. The College has over 16,500 full-time students and 45,000 part-time and Continuing Education students on its various campuses, including the cities of St. Thomas, Woodstock and Simcoe.

Each year, the Fanshawe Student Union in partnership with Fanshawe College publishes a student handbook/dayplanner. The student handbook is an effective and unique way to advertise your business. It is distributed free of charge to all full-time students and staff. We print 16,500 copies of the handbook to account for students entering the college in September, January and May semesters. The student handbook is utilized as a calendar and essential date and contact number reference. It is also brimming with information about the college, the student union and student friendly advertisers and therefore, the student handbook is depended on daily.

Thanks again, for taking a look at this information. Please call me with any questions.

Regards,



Sara Varley
Advertising Coordinator

FSU Publications
Fanshawe College Student Union
Ph: (519) 453-3720 Ext. 230
Fax: (519) 453-7869
Email: svarley@fanshawec.ca

FANSHAWE STUDENT UNION HANDBOOK | 2011 RATE SHEET | 2012

The Student Handbook is an effective and unique way to advertise your business. 16,500 copies of the Student Handbook are distributed free of charge to Fanshawe students during Orientation. The Student Handbook is utilized as a calendar and essential date and contact number reference. It is also brimming with information about the college, the Student Union and student friendly advertisers and therefore, the Student Handbook is depended on daily.

ADVERTISING COORDINATOR CONTACT

Sara Varley
FSU Publications Office
519.453.3720 Ext.230
svarley@fanshawec.ca

DEADLINES

Cover and tab ads:
 Booking - May 27, 2011 / Artwork - May 31, 2011

All other ads:
 Booking - June 13, 2011 / Artwork - June 17, 2011

COLOUR

Colour is available for most ads at an additional cost where not already included. Please ensure your colour files are in CMYK profile, and that no spot colours are used.

PREFERRED FILE FORMATS

PDF files, Photoshop EPS or TIFF, Illustrator. Please convert all fonts to outlines and have all files at 300dpi.

LOGOS, GRAPHICS AND FONTS

Logos and line art should be scanned at a resolution of 300dpi and supplied as CMYK tiff images, except where original vector (EPS) files exist. Fonts must be supplied with artwork or converted to outlines. Graphics and logos that are taken from websites are not acceptable for reproduction.

SUBMISSION

Ads can be submitted via e-mail to svarley@fanshawec.ca, a CD-R or USB key can also be submitted. Contact us for our FTP information.

ADVERTISING SPECIFICATIONS

There are specification sheets available for all advertising options. Please contact us for any specifications that you may need.

Advertising Rates (prices do not include HST)

Cover Ads

Please ensure there is a minimum of a 0.375 inch bleed for coil binding.

Covers are full colour.



Outside Back Cover \$2,000
5.25"w x 8.25"h



Inside Front Cover \$2,000
5.25"w x 8.25"h



Inside Back Cover \$2,000
5.25"w x 8.25"h

Tab Dividers

Please ensure there is a minimum of a 0.375 inch bleed for coil binding.

Please contact advertising coordinator for placement of your tab.

Tabs are full colour.

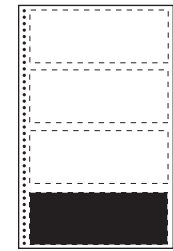


Single Side Tab Divider \$1,750
5.25"w x 8.25"h

Two-Sided Colour Coupon

One Coupon \$400
Full Page \$1400

Coupons are full colour.



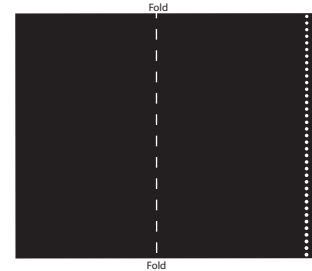
Two-Sided Coupon
4.75"w x 1.75"h

Reverse Side of Fold-out Map

Please ensure there is a minimum of a 0.375 inch bleed for coil binding.

Fold-out Map is full colour.

Fold-out Map \$2,000
10"w x 8.25"h



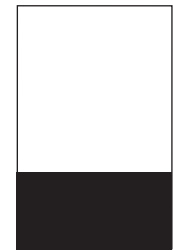
Handbook Ads



Full Page \$900
4"w x 7.75"h



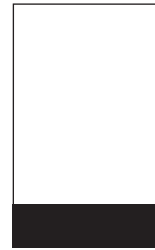
Half Page \$500
4"w x 3.812"h



Third Page \$400
4"w x 2.5"h

Calendar Page Ad

Per Ad \$100
Book Five for \$450



Calendar Page
4.5"w x 1"h

Colour is available for most ads at additional cost where not already included.

HST applies in addition to all rates.

This diagram is not to scale.
All measurements are in inches.

Advertising Deadlines

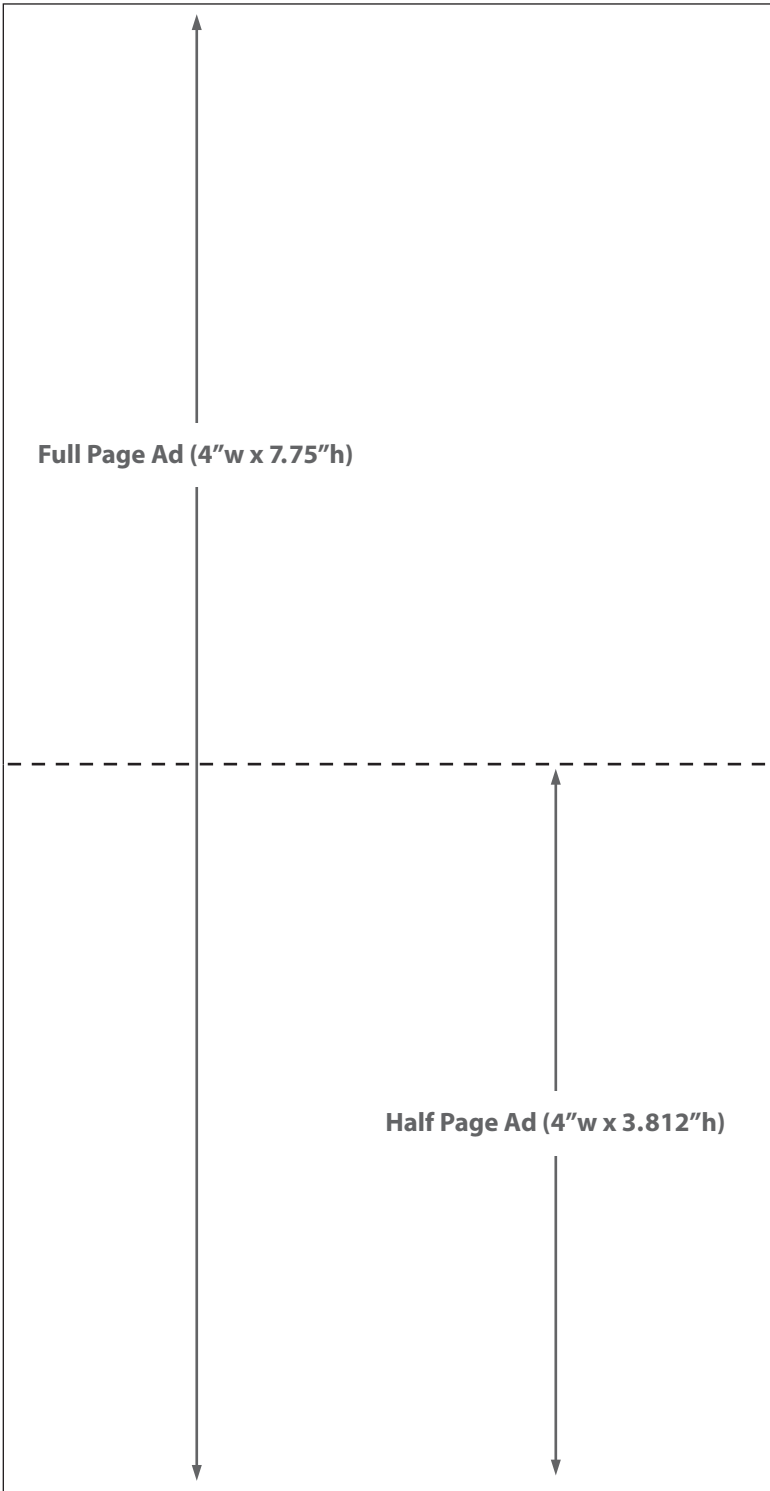
Cover and tab ads:
Booking - May 27, 2011 / Artwork - May 31, 2011

All other ads:
Booking - June 13, 2011 / Artwork - June 17, 2011

Packages

A	\$2,600	B	\$1,940	C	\$1,200
<ul style="list-style-type: none"> • Tab (1 Side) • Half page black and white • One coupon • Two calendar ads 	Save \$250	<ul style="list-style-type: none"> • Full page full colour ad • Half page black and white • One coupon ad • One calendar ad 	Save \$200	<ul style="list-style-type: none"> • Half page full colour ad • One coupon ad • One calendar ad 	Save \$40

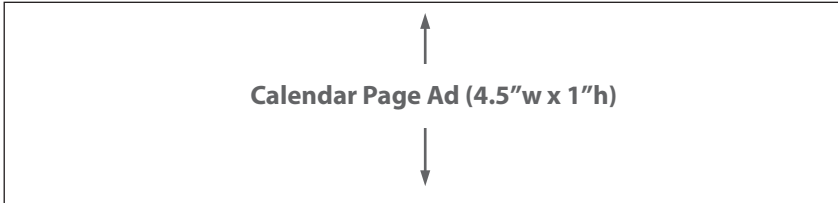
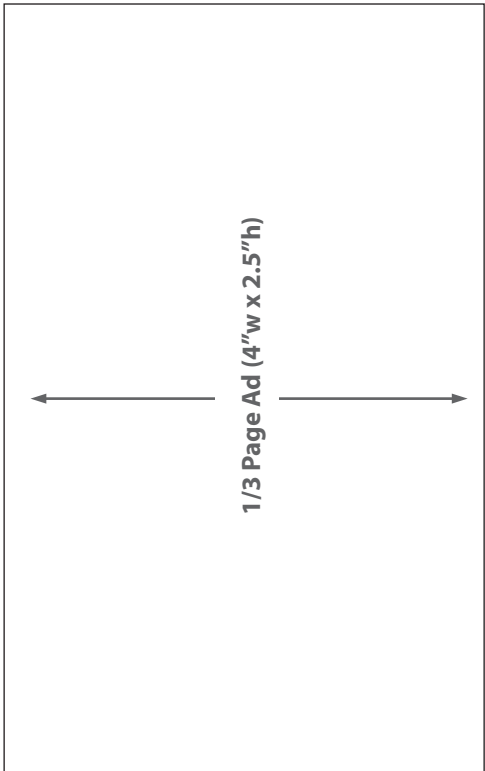
HANDBOOK ADVERTISEMENT SPECIFICATIONS



All final artwork must meet the following specifications:

- 300 dpi
- Greyscale for black and white ads
- For an additional cost, full colour ads in CMYK, no spot colours
- Final artwork must be saved in one of the following formats:

Flattened Photoshop TIFF or EPS at 300 dpi, Illustrator EPS with fonts converted to outlines, or PDF ready for press.



HANDBOOK COVER SPECIFICATIONS

***ALL SIZES ARE IN INCHES

- **Document Trim Size**

5.25" x 8.25"

- **Bleed (all sides)**

0.125" (5.5" x 8.5")

- **Leave 0.375" on left side for binding**

Do not have any critical elements in this space

- **300dpi**

- **CMYK**

- **Save/Export final file as a flattened TIFF at 300dpi**

Or Illustrator EPS with fonts converted to outlines

Or PDF ready for press

- Please provide all trim marks

- This is based on a right handed page, use same dimensions for left handed page. Please contact advertising coordinator for placement of your cover.



Binding
Area
0.375"

*** This diagram is not to scale ***

HANDBOOK TAB SPECIFICATIONS

***ALL SIZES ARE IN INCHES



- **Document Trim Size**
5.25" x 8.25"
- **Bleed (all sides)**
0.125" (5.5" x 8.5")
- **Tab Trim Size**
0.5" x 1.3749" with corners
- **Leave 0.375" on left side for binding**
Do not have any critical elements in this space
- **300dpi**
- **CMYK**
- **Save/Export final file as a flattened TIFF at 300dpi**
Or Illustrator EPS with fonts outlined Or PDF ready for press
- Please provide all trim marks
- Actual tab will change in placement depending space sold.
Please contact advertising coordinator for placement of your tab
- This is based on a right handed page tab,
use same dimensions for left handed side tab

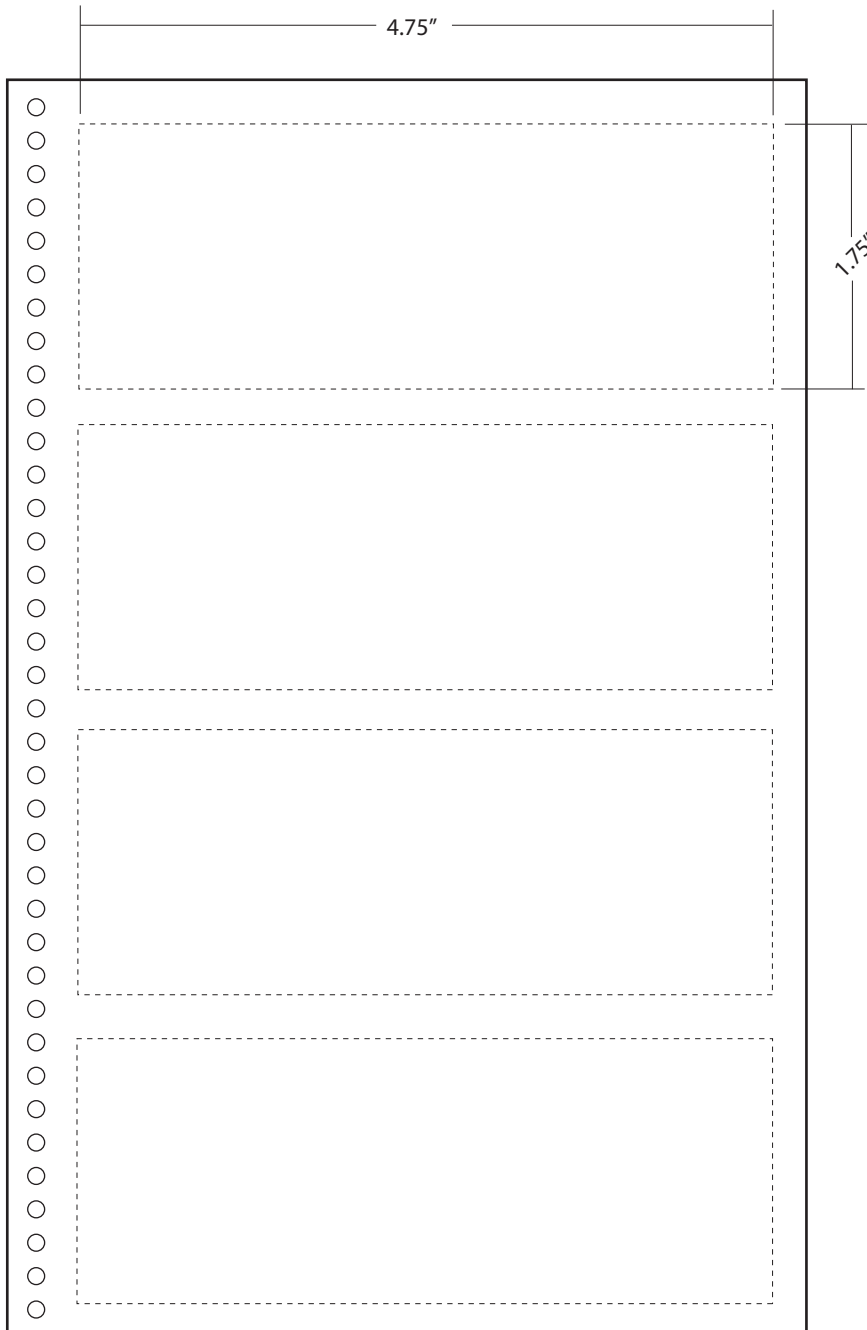
Binding
Area
0.375"

*** This diagram is not to scale ***

TWO-SIDED COUPON SPECIFICATIONS

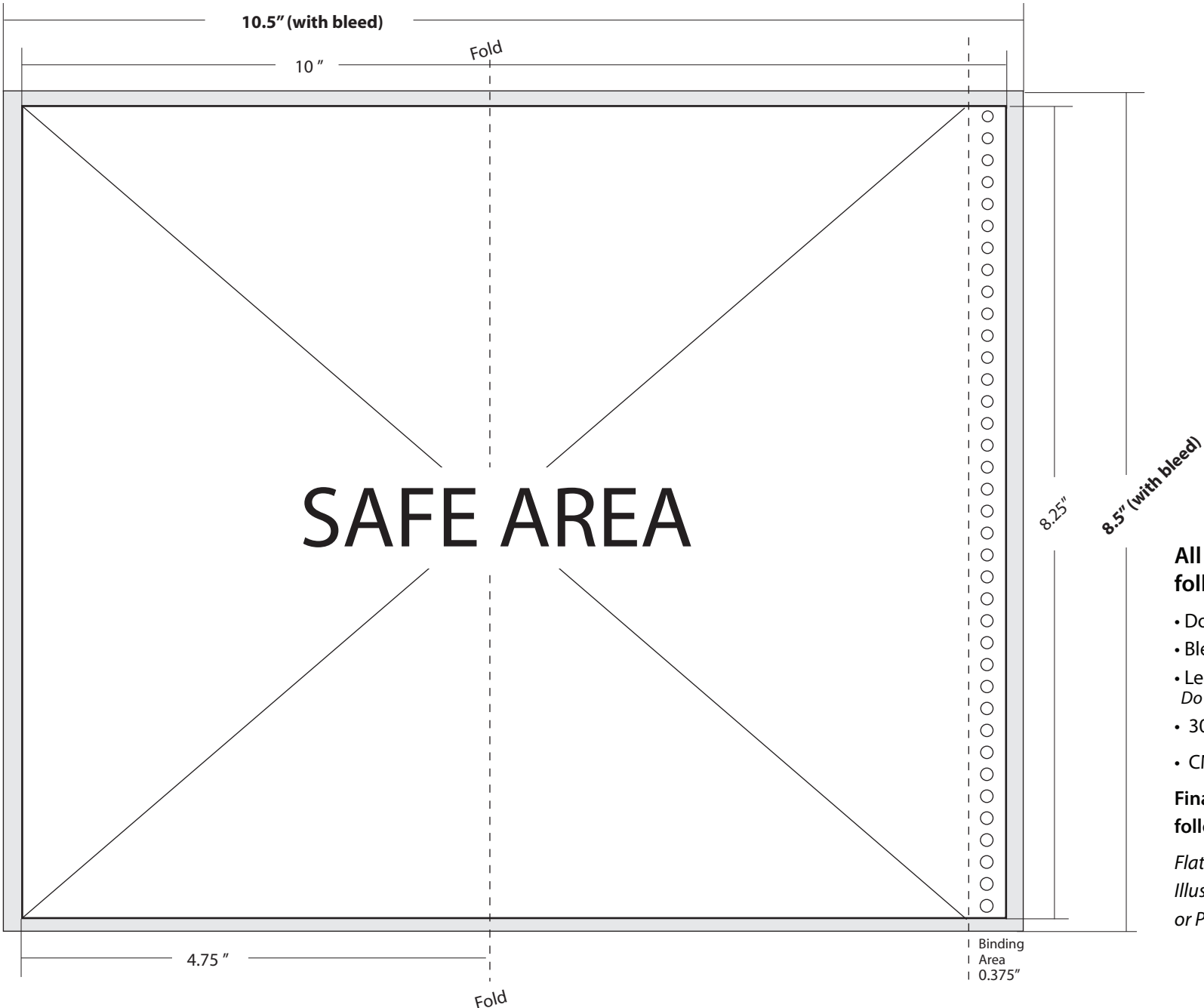
***ALL SIZES ARE IN INCHES

- **Coupon Size**
4.75" x 1.75"
- **300dpi**
- **CMYK**
- **Save/Export final file as a flattened TIFF at 300dpi**
Or Illustrator EPS with fonts converted to outlines
Or PDF ready for press
- Please provide all trim marks
- This is based on a right handed page, use same dimensions for left handed page.



*** This diagram is not to scale ***

HANDBOOK MAP SPECIFICATIONS



All final artwork must meet the following specifications:

- Document Trim Size 10" x 8.25"
- Bleed (all sides) 0.125" (10.5" x 8.5")
- Leave 0.375" on right side for binding
Do not have any critical elements in this space
- 300 dpi
- CMYK

Final artwork must be saved in one of the following formats:

*Flattened Photoshop TIFF or EPS at 300 dpi,
Illustrator EPS with fonts converted to outlines,
or PDF ready for press*