

FANSHAWE STUDENT UNION HANDBOOK | 2017 RATE SHEET | 2018

The Student Handbook is an effective and unique way to advertise your business. **17,000 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.

This year when you advertise in the Handbook we will also place your ad online at www.shoplocalnow.ca

ADVERTISING COORDINATOR CONTACT

Sara Roach
FSU Publications Office
519.452.4109 Ext. 6322
sroach@fanshawec.ca

DEADLINE

Monday, May 29th, 2017

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 EPS. Please convert all fonts to outlines and have all files at 300 dpi.

LOGOS, GRAPHICS AND FONTS

Logos and line art should be scanned at a resolution of 300 dpi 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 sroach@fanshawec.ca, a CD-R, USB key or Dropbox can also be submitted. Contact us for our FTP information.

ADVERTISING SPECIFICATIONS

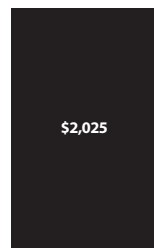
There are specification sheets available for all advertising options. Please contact us for any specifications that you may need.

ADVERTISING RATES (prices do not include HST)

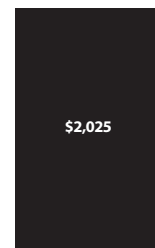
Cover Ads

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

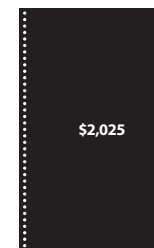
Covers are full colour.



Outside Back Cover
5.25" w x 8.25" h



Inside Front Cover
5.25" w x 8.25" h



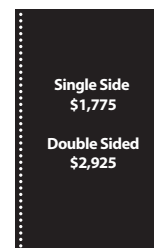
Inside Back Cover
5.25" w x 8.25" h

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.



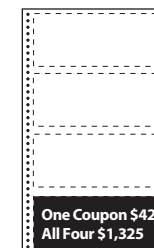
Single Side Tab Divider
5.25" w x 8.25" h



Double Sided Tab Divider
5.25" w x 8.25" h

Two-Sided Colour Coupon

Coupons are full colour.



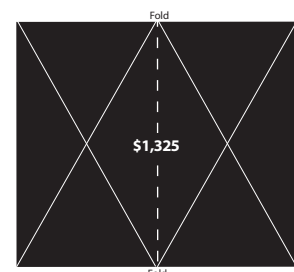
Two-Sided Coupon
4.75" w x 1.75" h

Reverse Side of Fold-out Map

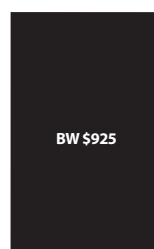
Please ensure there is a minimum of a 0.375 inch bleed for coil binding.

Fold-out Map is full colour.

Map Sponsorship
9.5" w x 7.75" h



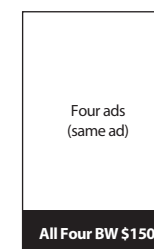
Handbook Ads



Full Page
4" w x 7.75" h



Half Page \$525
4" w x 3.75" h



Calendar Page Ad
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.

Calendar ads are black and white only.

UPGRADE TO FULL COLOUR

To upgrade your ad to full colour add \$200 to the listed price.

www.fsu.ca/handbook