

# DAYTIMER 2004-2005

April 2004

Dear Advertiser,

The Daytimer 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, a keyword directory and additional academic, social and health information. Additionally, the book is distinguished from other daybooks by its student-oriented design. The Daytimer'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 Daytimer 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 Daytimer 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 2003-2004 CSA Daytimer has been enclosed, along with a display ad sizing sheet and a contract. Book your ad in the 2004-2005 Daytimer by completing and returning the contract to me by Monday, July 5th at the latest. Ad copy, graphics and other ad-related materials must be included at this time. Payment arrangements must be made by Monday, July 12th. 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 2004-2005 CSA Daytimer 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

# DAYTIMER 2004-2005

advertising contract

**booking and submission deadline** July 5, 2004    **payment deadline** July 12, 2004

**The Central Student Association Daytimer** is both a daybook and a compendium 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 advertising in the 2004-2005 edition, contact Advertising Coordinator John Bonnar at 519/824.4120 Ext. 58188 or by email at jbonnar@uoguelph.ca. Fax signed and completed agreements to John's attention at 519/763.9603.

BUSINESS \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_ TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

AD SIZE			
FULL PAGE		\$830	\$ _____
1/2 PAGE		\$500	\$ _____
1/4 PAGE	<input type="radio"/> VERTICAL <input type="radio"/> HORIZONTAL	\$300	\$ _____
PLACEMENT (15% OF AD PRICE)		\$ _____	_____
CALENDAR SPOT		\$210	\$ _____
OTHER _____			\$ _____
		SUBTOTAL	\$ _____
_____	Authorizing Signature	7% GST	\$ _____
_____	Date	TOTAL	\$ _____

**TERMS** Signing this contract obligates the advertiser to a cancellation fee of 50%. Payments can be made by postdated cheque. Cheques should be postdated to July 12, 2004 and should be made payable to the **Central Student Association**. Bills unpaid after 30 days will be charged an additional 2% per month.

**DESIGN** Advertisers requiring design work to be done by the Daytimer designer must submit ad copy, graphics and other ad-related materials on or before Monday, July 5, 2004. Advertisers wishing to provide their own artwork may provide the artwork on disk or via email in an approved format; an additional fee may apply if files are submitted in unapproved formats or in incorrect sizes. Please see the attached sizing sheet for approved formats or contact studio@electricpear.ca. If supplying artwork on disk, provide laser printout of the ad. Any images created by the Daytimer Designer for ads covered by this contract are the property of the Central Student Association and cannot be reproduced elsewhere without written permission of the Advertising Coordinator.

GST No. 108161845RT0001

For office use only

Payment method:

cash

cheque

other

Date(s): \_\_\_\_\_

Deposit date(s): \_\_\_\_\_

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ad sizing information

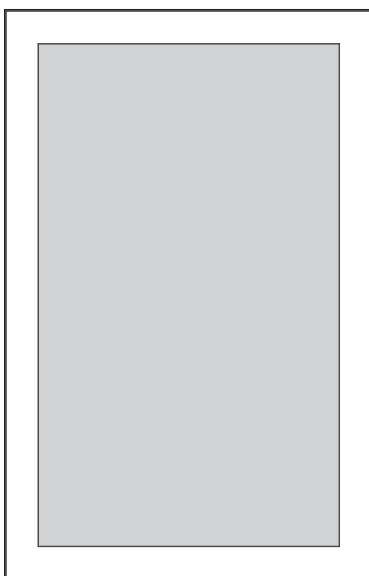
**booking and submission deadline** July 5, 2004 **payment deadline** July 12, 2004

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 2004-2005 edition of the Daytimer. Contact Advertising Coordinator John Bonnar at 519/824.4120 Ext. 58188 or by email at jbonnar@uoguelph.ca for more information.

The Daytimer is produced on a Mac in InDesign CS. Art-ready ads must be supplied as InDesign or Quark documents (with fonts and images), Illustrator eps files, or Photoshop tiffs (at 300 dpi resolution). Resolution for all images is 300 dpi. You must consult with the designer should you wish to submit any other file format: 519/822.0890 or studio@electricpear.ca.

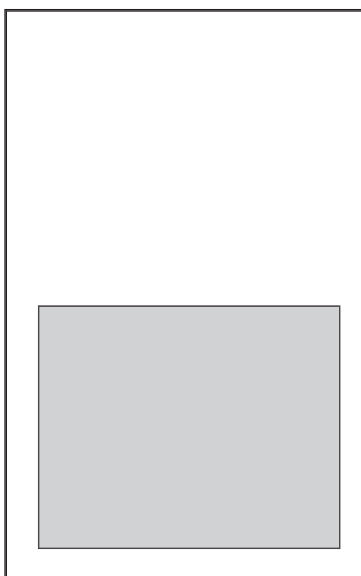
## FULL PAGE



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

\$830 + GST  
(preferred placement available for extra charge)

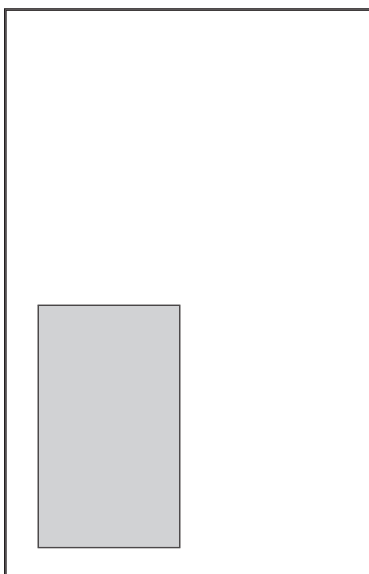
## HALF PAGE



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

\$500 + GST  
(preferred placement available for extra charge)

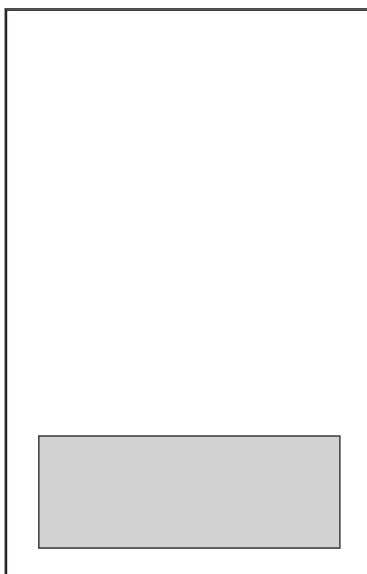
## QUARTER PAGE (VERTICAL)



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

\$300 + GST  
(preferred placement available for extra charge)

## QUARTER PAGE (HORIZONTAL)



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

\$300 + GST  
(preferred placement available for extra charge)

CALENDAR SPOT 1 1/8" x 7/8" (horizontal by vertical) \$210 + GST