

DAYTIMER 2004-2005

April 2004

Dear Reader,

Each fall, the Central Student Association publishes a 180-page calendar and information guide for the undergraduate students at the University of Guelph. This publication – the CSA Daytimer – 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 organization the opportunity to become part of the 2004-2005 CSA Daytimer. The space I am offering you can be used to describe your organization and the services you make accessible to students. You can choose to purchase either list copy space – a basic text-only ad – or list display space – an ad including images or logos. Please see the attached sheet for examples of both. As noted in the contract, preferred placement for your advertisement is available for a fee. The enclosed list copy sizing sheet details the approximate number of words that can fit in the various spaces available. All list copy ads are designed by the Daytimer designer; while the Daytimer designer also designs list display ads, 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 list space, we will include your events and special dates within the calendar pages of the 2004-2005 CSA Daytimer as a special service to your organization. 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 list ad in the Daytimer, complete and return the contract to me by **Monday, May 31**. Include hard copies of your list ad, 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. Contact studio@electricpear.ca prior to emailing your ad to ensure you are using a recommended file format. You will be given a chance to proof your ad prior to publication.

The 2004-2005 CSA Daytimer 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
List Copy Coordinator

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list copy/display contract

booking and submission deadline May 31, 2004 **payment deadline** 30 days after invoicing

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 placing your list copy or list display ads in the 2004-2005 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	LIST COPY	LIST DISPLAY	
FULL PAGE	\$ 500	\$ 620	\$ _____
1/2 PAGE	\$ 300	\$ 375	\$ _____
1/4 PAGE <input type="radio"/> VERTICAL <input type="radio"/> HORIZONTAL	\$ 180	\$ 225	\$ _____
PLACEMENT (20% OF LIST DISPLAY PRICE)			\$ _____
CALENDAR SPOT		\$ 160	\$ _____
OTHER _____			\$ _____
		SUBTOTAL	\$ _____
_____ Authorizing Signature		7% 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 Monday, May 31, 2004. List ad 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 List Copy 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 office use only

Payment method:

cash

cheque

other

Date(s): _____

Deposit date(s): _____

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list copy/display sizing sheet

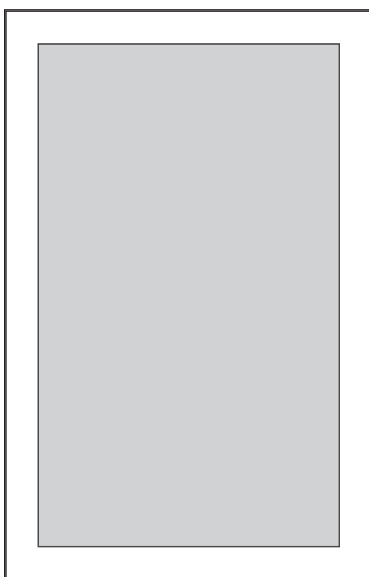
booking and submission deadline May 31, 2004 **payment deadline** 30 days after invoicing

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 list copy advertising in the 2004-2005 edition of the CSA Daytimer.

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

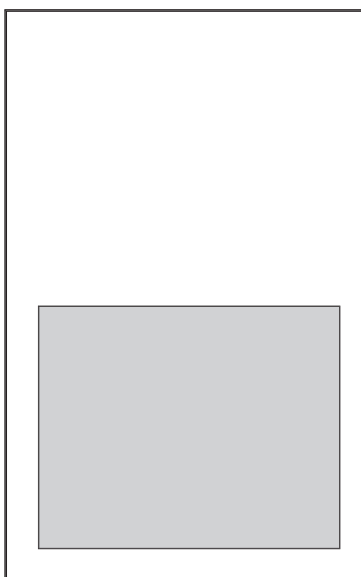


4 1/2" x 7 1/2"
(horizontal by vertical)

LIST COPY:
350 words maximum
\$500 + GST

LIST DISPLAY:
\$620 + GST

HALF PAGE

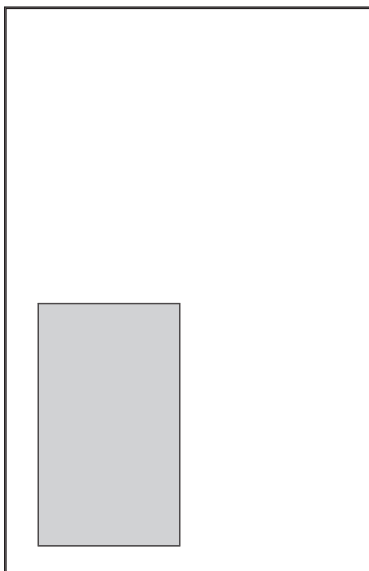


4 1/2" x 3 5/8"
(horizontal by vertical)

LIST COPY:
175 words maximum
\$300 + GST

LIST DISPLAY:
\$375 + GST

QUARTER PAGE (VERTICAL)

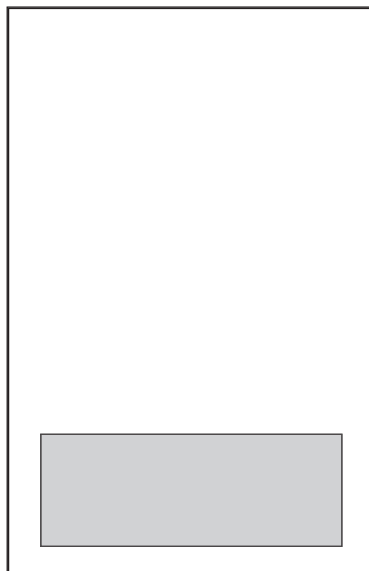


2 1/8" x 3 5/8"
(horizontal by vertical)

LIST COPY:
80 words maximum
\$180 + GST

LIST DISPLAY:
\$225 + GST

QUARTER PAGE (HORIZONTAL)



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

LIST COPY:
80 words maximum
\$180 + GST

LIST DISPLAY:
\$225 + GST

CALENDAR SPOT 1 1/8" x 7/8" (horizontal by vertical) 20 words maximum without logo \$160 + GST

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list copy/display examples

LIST COPY EXAMPLE

Student Financial Services Office

The goal of most students is to have the financial resources available to meet their educational and living expenses for the year. The people at the Student Financial Services Office are available to help students meet that financial goal. See them about the services they offer:

OSAP: Answers about your eligibility and your assessment, reviews and appeal of your assessment

Ontario Work Study Program: Part-time jobs for students (most are located on campus)

Bursaries: available to students facing unforeseen costs

Scholarships · Student Account Inquiries · Budgeting

The Student Financial Services Office is located on the third floor of the University Centre.

Office Hours are from 8:30am to 4:30pm, Monday to Friday. The phone is Ext. 58715.

LIST DISPLAY EXAMPLE



OUTline
(519) 836-4550

Lesbian, Gay, Bisexual, Transgender, Queer & Questioning

OUTline is a service for people who want to talk, ask questions or get connected with the LGBTQ community. We specialize in issues related to sexual orientation and gender identity. No matter who you are or what you want to talk about, we're here for you! Our services are confidential and anonymous.

7 to 10 pm Every Day

Info about volunteering available at the CSA office, Room 274UC