

career options

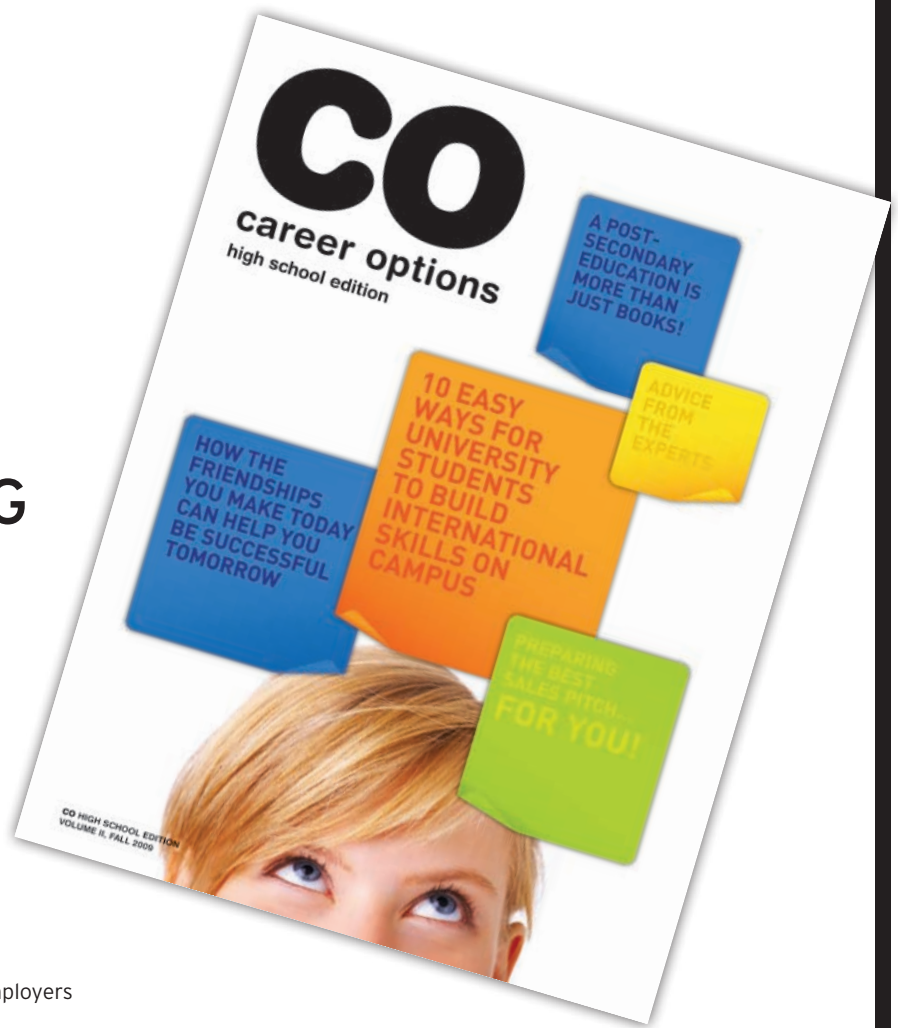
high school edition

2010-2011 MEDIA KIT

CAREER AND EDUCATION AWARENESS FOR HIGH SCHOOL STUDENTS

A UNIQUE MAGAZINE
TO HELP STUDENTS
FIND THE WORK THEY
LOVE AND BUILD
THE LIFE THEY **WANT**

PLUS+
ADVICE FOR
STUDENTS ENTERING
POST-SECONDARY
EDUCATION



Published by:
Canadian Association of Career Educators and Employers
720 Spadina Ave., Suite 202
Toronto, ON M5S 2T9
www.cacee.com

CALL US TODAY AT 613-288-5362 / ADVERTISING@GORDONGROUP.COM

WWW.CAREEROPTIONSMAGAZINE.COM

WHAT SETS *CAREER OPTIONS* HIGH SCHOOL EDITION APART?

OUR HIGH SCHOOL EDITION:

1.

BENEFITS FROM THE REPUTATION OF THE CANADIAN ASSOCIATION OF CAREER EDUCATORS AND EMPLOYERS (CACEE)

... a national organization helping students make the transition into higher education and the workforce.

2.

ENJOYS A UNIQUE DISTRIBUTION NETWORK

... through high school guidance counsellors who trust CACEE's commitment to excellence and are familiar with the original *Career Options* magazine for university and college students.

3.

OFFERS AN UNPARALLELED CHANNEL FOR

... reaching students *and* their guidance-counsellor influencers with a single media purchase.

4.

UNLIKE OTHER SIMILAR PUBLICATIONS, EXCLUDES CONSUMER ADVERTISING

... keeping students focused on education and training advertisers' messages, and ensuring that guidance counsellors feel confident about passing it on to students as a valuable resource.

5.

APPEALS TO ITS TARGET DEMOGRAPHIC

... through a fresh and dynamic layout geared to media-savvy readers.

6.

ENSURES THAT ADVERTISERS RECEIVE A FULL YEAR OF EXPOSURE

... at prices that outperform publications offering six or fewer months of visibility.

REACH THE INFLUENCERS AND THE STUDENTS THROUGH THE SAME MAGAZINE

ADVERTISERS FROM OUR LAST ISSUE:

Algoma University

Association of Universities and
Colleges of Canada

BioTalent Canada

Black's Photography

Canadian Automotive Institute at
Georgian College

Canadian Aviation Maintenance Council

Canadian Plastics Sector Council

Canadian Steel Trade and Employment
Congress

Canadian Supply Chain Sector Council

Canadian Tourism Human Resource
Council

Certified General Accountants of BC

Concordia University College of Alberta

Contact Centre Canada

Cultural Human Resources Council

Humber College Business School

Hydro One

Information and Communications
Technology Council

Information Technology Association
of Canada

Insurance Institute of Canada

Lakehead University

Medix School

Mining Industry Human Resources Council

Northern Alberta Institute of Technology

Ontario Masonry Training Centre

Ontario Power Generation

Railway Association of Canada

SAIT Polytechnic

Student Work Abroad Program

Thompson Rivers University

Tim Hortons

Trillium Health Centre

University of Ottawa

University of Waterloo

Wendy's Restaurants of Canada

Wood Manufacturing Council

ARTICLES FROM OUR LAST ISSUE:

A Post-Secondary Education Is More Than Just Books!

Financial Planning for Post-Secondary Education

Choosing Your University

How the Friendships You Make Today Can Help You Be Successful Tomorrow

Advice from the Experts

Student Services: A Helping Hand on Campus

10 Easy Ways for University Students to Build International Skills on Campus

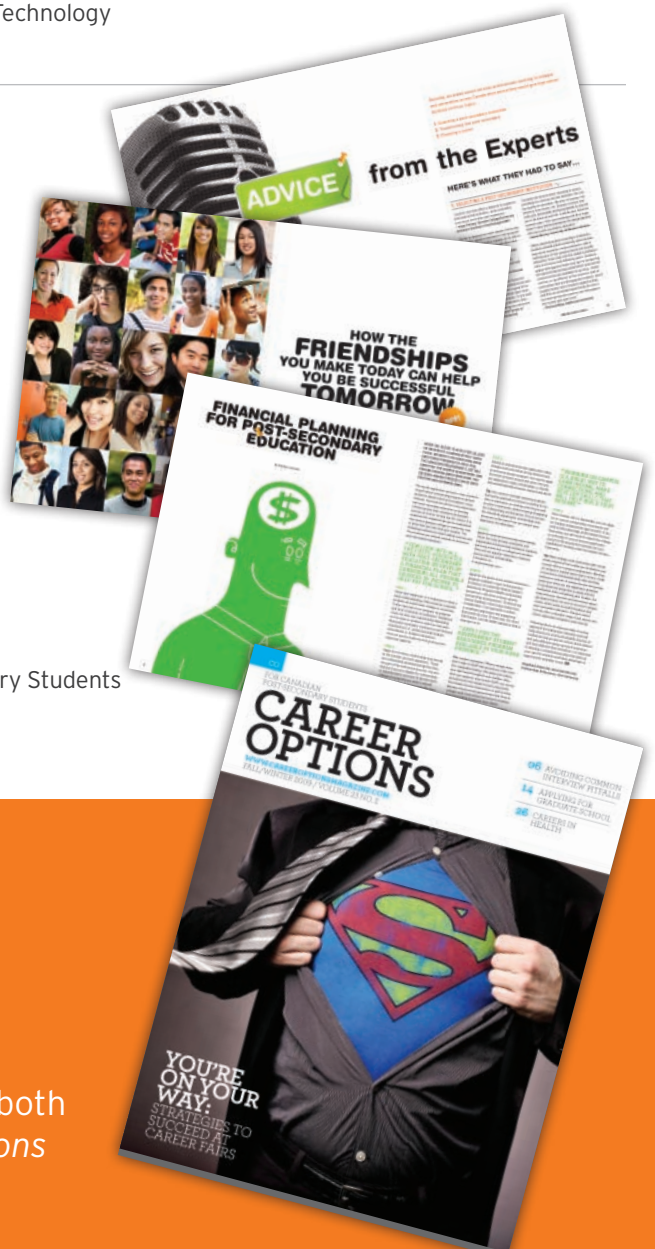
Say What? A Post-Secondary Glossary

How to Be a Campus Tourist

Preparing the Best Sales Pitch... For You!

What Are You Going to Do? Career Planning for Parents of New Post-Secondary Students

Avoiding the Freshman 15



SPECIAL OFFER!














WANT TO INFLUENCE STUDENTS FROM UNIVERSITIES AND COLLEGES AS WELL AS FROM HIGH SCHOOLS?

Ask us how you can get a discount by advertising in both our High School Edition and the original *Career Options* for post-secondary students.

ADVERTISING RATES

CAREER OPTIONS HIGH SCHOOL EDITION
IS PUBLISHED ANNUALLY IN SEPTEMBER.
RESERVE YOUR SPACE TODAY!

BOOKING DEADLINE:
JULY 23, 2010

AD SIZE	RATE	DIMENSIONS (WXH)	VISUAL
Full Page	\$4,375.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Half Page	\$3,150.00	Vertical: A. 3.5" x 9.875" Horizontal: B. 8.375" x 5.35" (trim size)** or C. 7.375" x 4.8125" (live area)*	A.  B.  C. 
Quarter Page	\$2,187.50	3.6875" x 4.8125"*	
Inside Front Cover	\$5,250.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Inside Back Cover	\$5,250.00	A. 8.375" x 10.875" (trim size)** B. 7.375" x 9.875" (live area)*	A.  B. 
Back Cover	\$6,125.00	8.375" x 10.875" (trim size)**	

TRIM SIZE of magazine is 8.375" x 10.875"

*no bleed required **bleed required

WWW.CAREEROPTIONSMAGAZINE.COM

"...a walk-in resource for students and parents in the counselling service... provides a teachable vehicle for the Grade 10 Career Studies course and other guidance courses." MARC VERHOEVE, EXECUTIVE DIRECTOR, ONTARIO SCHOOL COUNSELLORS' ASSOCIATION

"I found it very useful because it represented all pathways for students... love to get some more for next year." STEWART MOGGY, GUIDANCE, SUDBURY SECONDARY SCHOOL

REACH 125,000* STUDENTS FROM COAST TO COAST

*50,000 copies printed, 2.5 estimated average pass-along readership

Call us at 613-288-5362 / advertising@gordongroup.com