



RED RIVER COLLEGE

**STUDENTS'
ASSOCIATION****2014-2015****Handbook and Day Planner****EMAIL/FAX ORDER FORM****CM20-2055 Notre Dame Ave.
Winnipeg, Manitoba R3H 0J9****Attention: Carla Giesbrecht-Wat
Ph: 204-632-2070 | Fax: 204-632-7896
Email: sa_advertising@rrc.ca**

COMPANY NAME _____

ADDRESS _____

CITY _____ POSTAL CODE _____

CONTACT NAME _____

PHONE _____ FAX _____

EMAIL _____

On behalf of my company, I would like to reserve the following advertisement(s) in the Red River College Students' Association 2014-2015 Handbook and Day Planner.

- | | | |
|--|--|--|
| <input type="checkbox"/> Repeat last year's ad | <input type="checkbox"/> Black and White | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Sponsor Ad | <input type="checkbox"/> Full Page | <input type="checkbox"/> Inside Front Cover |
| <input type="checkbox"/> Business Card | <input type="checkbox"/> Half Page | <input type="checkbox"/> Inside Back Cover |
| <input type="checkbox"/> Coupon | <input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | <input type="checkbox"/> Outside Back Cover |
| <input type="checkbox"/> 1/8 Page Banner
in Calendar Section
Supply dates below. | <input type="checkbox"/> Quarter Page
<input type="checkbox"/> Horizontal <input type="checkbox"/> Vertical | <input type="checkbox"/> Inserts (loose)
<input type="checkbox"/> Tabbed Insert (single side)
<input type="checkbox"/> Tabbed Insert (double side) |
- ☐ Please delay invoicing until the month of: (circle one) Sept. ☐ Oct. ☐ Nov. ☐ Dec. ☐ 2014/2015
- ☐ I need some additional information. Please contact me at the above number.

Other information; e.g., Dates of insertion for 1/8 Page Banners in Calendar Section:

AD REQUIREMENTS:Please send final artwork to sa_advertising@rrc.ca in one of the following file formats:

- 1) PDF (preferred) 2) TIFF 3) JPEG 4) Adobe InDesign or Quark Xpress

IMPORTANT: For optimum ad reproduction, send PDF's in a High Resolution "Press Quality" format. (Press Quality is an option you can select when creating a PDF).*EMBED ALL FONTS. This prevents the possibility of font substitution which can result in the wrong fonts being printed within the ad.***If sending an Adobe Indesign or Quark Xpress file, remember to create a folder that includes all linked files and all fonts used. When sending folder by email, make sure to create a Stuffit file which will keep everything intact.*** TIFF or JPEG files must be 300 dpi.***Although not preferred, we can accept Microsoft Word documents.***Any concerns or questions regarding file preparation may be directed to Marc LeBrun @ 204.632.3963.*



2014-2015 Handbook and Day Planner

INFORMATION AND SPECIFICATIONS

- 8500 copies distributed to Red River College students and staff in September and during the year.
- High ad exposure; this planner is used constantly throughout the day.
- Full-color front, back and inside covers.
- Finished size: 5" x 8", 208 pages, coil bound.

ADVERTISING RATES (GST is not included)



FULL PAGE \$835.
4 1/2" wide x 7 1/2" high



HALF PAGE \$520.
(V) 2 1/8" wide x 7 1/2" high
(H) 4 1/2" wide x 3 3/4" high



1/8 PAGE BANNER . . . \$185.
4 1/2" wide x 15/16" high



QUARTER PAGE. . . \$310.
(V) 2 1/8" wide x 3 3/4" high
(H) 4 1/2" wide x 1 7/8" high

SPONSOR AD (3-4 lines of copy) **\$65.**

INSERTS (1000) **\$80.**

BUSINESS CARD (2 3/16" x 1 1/8") **\$130.**

COUPON AD (4 1/2" x 1 1/8") **\$290.**

INSIDE FRONT OR BACK COVER (4-color) **\$1,700.**

OUTSIDE BACK COVER (4-color) **\$2,000.**

TABBED INSERT (single side, 4-color) **\$1,900.**

(double sided, 4-color) **\$3,150.**

Prices do not include GST. Add Colour for only \$140

Advertising submission deadline is Friday, May 31, 2014.

Contact: Giesbrecht-Wat, Interim Advertising Director

Phone: 204-632-2070 Fax: 204-632-7896 Email: sa_advertising@rrc.ca

Artwork, digital files and questions about artwork: please contact Marc LeBrun

Phone: 204-632-3963 Fax: 204-694-7258 Email: mlebrun@rrc.ca