

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		
CITYPOSTAL CODE	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.		
☐ Repeat last year's ad ☐ Black and White ☐ Colour		
☐ Sponsor Ad ☐ Full Page ☐ Inside Front Cover		
☐ Business Card☐ Half Page☐ Inside Back Cover		
☐ Coupon ☐ Horizontal ☐ Vertical ☐ Outside Back Cover		
☐ 1/8 Page Banner ☐ Quarter Page ☐ Inserts (loose)		
in Calendar Section	ide)	
Supply dates below. Tabbed Insert (double state)	side)	
☐ Please delay invoicing until the month of: (circle one) Sept. ☐ Oct. ☐ Nov. ☐ Dec. ☐ 2	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:

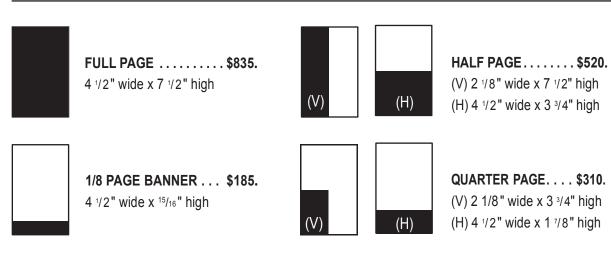
- 1) PDF (preferred) 2) TIFF 3) JPEG 4) Adobe InDesign or Quark Xpress
 - *IMPORTANT: For optimum ad reproduction, send PDF's in a High Resolution "Press Quality" format. (Press Quality is an option you can select when creating a PDF).
 - *EMBED ALL FONTS. This prevents the possibility of font substitution 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)



SPONSOR AD (3-4 lines of copy)\$65.	INSIDE FRONT OR BACK COVER (4-color) \$1,700.
INSERTS (1000)\$80.	OUTSIDE BACK COVER (4-color)\$2,000.
BUSINESS CARD (2 1/16" x 1 1/8")	TABBED INSERT (single side, 4-color) \$1,900.
COUPON AD (4 1/2" x 1 1/8")	(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