

College Administrator

OCASA
APACO

THE PROFESSIONAL JOURNAL FOR COLLEGE ADMINISTRATORS



**NEW
DIGITAL
FORMAT!**

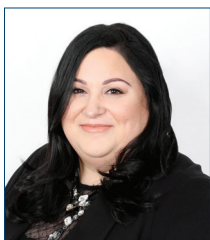
- FULLY INTERACTIVE • EASILY SHAREABLE
- LINKS DIRECTLY TO YOUR WEBSITE
- FORMATTED FOR ALL DEVICES



REACH DECISION MAKERS DIRECTLY IN THEIR INBOXES!

College Administrator

PROFESSIONALISM. EXCELLENCE. INTEGRITY. COLLEGIALITY.



Sara Budd
President/Board Chair



Erin Roberts
Executive Director

At no time in history has the economic wellbeing of Ontario depended more on the imagination and energy of colleges. As much as 70% of all jobs today require postsecondary education and training. In the next few years, that figure will increase even more.

To meet these challenges and to achieve their potential, colleges need support from industries and companies which supply products and services. The ever-changing, dynamic needs of the colleges require it.

At OCASA, we support our members by providing information on issues that affect them in all areas – academic, student services, information technology, physical resources, general administration, human resources – and others that may not yet be on many radar screens.

Who are our members? Our members are the people who make decisions about how the 24 colleges deploy their collective \$3.2-billion annual budget: the managers, department heads, chairs, deans, directors, vice-presidents – the people who make the colleges function, the managers who make the decisions about what happens today and what choices may face us tomorrow.

A key part of OCASA's communication is *College Administrator* magazine. *College Administrator* is a must-read for anyone with a stake in postsecondary education. It is an ideal vehicle for industries and companies to present their products and services.

If your marketing plans include colleges, or you want to increase your presence and name recognition within this multi-billion dollar market, advertising in *College Administrator* is an essential key. No other vehicle puts your message in front of those who make the day-to-day decisions, and who map out the challenges of tomorrow.

Partner with us by contributing to *College Administrator*, and to Ontario colleges.



College Administrators Network. The professional community shaping excellence in college leadership.

www.ocasa.on.ca

866-742-5429

TAKE ADVANTAGE OF OUR NEW DIGITAL FORMAT!

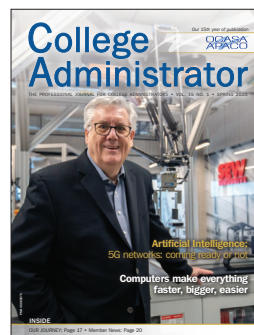
This new digital edition of **College Administrator** is the easiest, most effective way to directly reach thousands of college administrators and managers, members of Boards of Governors, Presidents and other decision makers in the Ontario college administrative world.

Digital communication elevates your connection to your customers to the next level!

READERS CAN NOW:

- click directly to your company's website to immediately learn more about your products and services.
- share publications easily with colleagues and other invested stakeholders.
- automatically adjust size to mobile devices and tablets so it's simple to read anywhere.

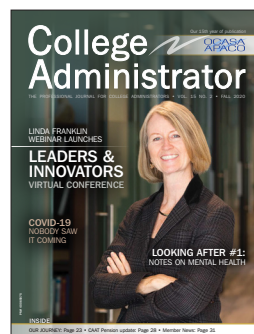
Take advantage of this modern, user-friendly format to reach key decision makers and signing authorities for Ontario's college network!



SPRING

Space Closing:
Late April

Distribution and Invoicing:
Late May



FALL

Space Closing:
Late September

Distribution and Invoicing:
Late October

Invoicing dates may be adjusted to fit your fiscal budget – contact Jeff Kutny for details.

**Covers are subject to change.*

FULL COLOUR ADVERTISING RATES

	1 Time Rate	2 Time Rate
Back Cover	\$1,250	\$1,150
Inside Covers	\$1,100	\$1,000
Full Page	\$900	\$800
1/2 Page	\$500	\$450
1/4 Page	\$300	\$250

- 10% premium for all guaranteed positions (not including covers).
- Rates are net of agency commission.

- The publisher and OCASA reserve the right to reject advertising that is deemed inappropriate.
- The publisher and OCASA cannot be held liable for any material used or claims made in advertising included in this publication.



To reach administrative professionals in Ontario's colleges through *College Administrator*, contact Jeff at your earliest convenience to discuss your company's promotional plans.

Jeff Kutny, Marketing Manager

Toll-Free: 866-985-9789 • jeff@kelman.ca

Published for
OCASA by:



TOP 10 REASONS

WHY ADVERTISERS STILL USE MAGAZINES

- 1 MAGAZINES AND MAGAZINE ADS CAPTURE FOCUSED ATTENTION:**
The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 2 MAGAZINE ADVERTISING IS TARGETED:**
Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 3 MAGAZINE ADVERTISING IS RELEVANT AND WELCOMED:**
Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4 MAGAZINES ARE CREDIBLE:**
Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5 MAGAZINES OFFER A LASTING MESSAGE:**
Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 6 MAGAZINES DELIVER BRAND RELEVANT IMAGERY:**
Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7 MAGAZINE ADVERTISING DRIVES WEB SEARCHES AND VISITS:**
Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8 MAGAZINES DRIVE THE PURCHASE FUNNEL:**
Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
- 9 MAGAZINE ADVERTISING ENHANCES ROI:**
Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 10 MAGAZINES SELL:**
Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

DIGITAL COMMUNICATION: DIRECTLY CONNECT WITH CUSTOMERS

With electronic communication you can elevate your connection with thousands of **College Administrator** readers using this highly interactive format.



1. **One-Click Links:** Active links connect readers to advertiser websites from both ads and the advertiser product and service center, in every issue.
2. **Searchable Content:** Our digital format lets readers search the entire issue for specific words, products, subjects, services, etc.
3. **Mobile, iPad, iPhone, Tablet Compatibility:** Our digital format automatically resizes *College Administrator* so readers can correctly view the magazine on most mobile devices.
4. **eReader Output:** The eReader output option allows you to download 'eBook' files so readers can enjoy the magazine on a growing number of eReaders such as Kindle, Nook, and iBooks.
5. **A Realistic Reading Experience:** This digital edition looks and feels like a real book: flip-through pages, sounds of turning pages, and even shading along the spine with the world's first full html5 solution on the market. Readers can also select a presentation view that presents single pages rather than a traditional double page layout.
6. **Thumbnail View:** Readers can select to show a thumbnail-style navigation panel that allows you to view the entire publication at once.

AD SUBMISSION INFORMATION

Ad Dimensions

Ad Size	Width	Depth
Full Page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
1/2 horizontal	7"	4.625"
1/2 island	4.625"	7"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"

Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable)

- We accept tifs, jpegs, eps and pdf files at a resolution of at least **300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS/IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or email a pdf for proofing purposes

- All above requirements for sending electronic files apply to sending by email
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your email or Word document
- Contact us for **ftp site information** for files that are too large to email
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW

Ph: 866-985-9790

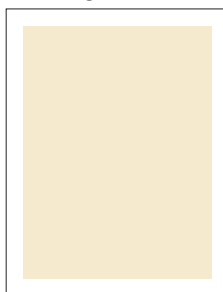
Fax: 866-985-9799

Email: stefanie@kelman.ca

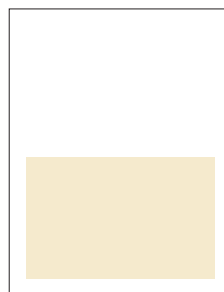


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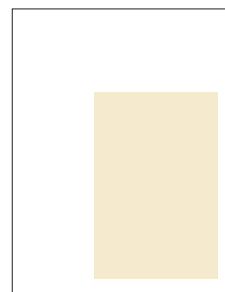
Full Page



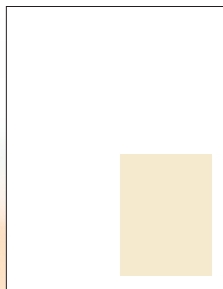
1/2 Horizontal



1/2 Island



1/4 Vertical



1/4 Banner

