

College Administrator

OCASA
APACO

THE PROFESSIONAL JOURNAL FOR ONTARIO COLLEGE ADMINISTRATORS

Reach the decision makers and signing authorities for Ontario's extensive college network and its annual budget of \$3.2 billion

*College Administrator has a controlled circulation of 3,000 with a pass-along readership of over 9,000**



*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

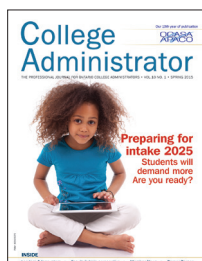
EXTRA EXPOSURE!

Ads booked in *College Administrator* appear online – free!

Reach your target market at key times

In the spring and fall of each year, this highly valued communication tool provides timely information to every manager with signing authority in Ontario's 24 community colleges. Operating thriving campuses in more than 200 communities throughout the province, these colleges have a total annual budget of over \$3.2 billion. If you want a single marketing vehicle to land on the desk of every person in every college in Ontario with authority to sign contracts, include *College Administrator* in your 2015 marketing plans.

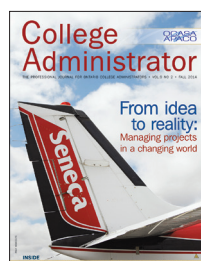
Covers are subject to change.



Spring 2015

PROMOTING PROFESSIONAL
DEVELOPMENT CONFERENCE
JUNE 22-23, 2015

Space Closing: Late February
Distribution & Invoicing: Early April



Fall 2015

Space Closing: Late September
Distribution & Invoicing: Late October

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

Full Colour Advertising rates

***Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!**

As the official magazine of the Ontario College Administrative Staff Association, *College Administrator* reaches the decision makers and signing authorities for Ontario's college network. It reaches more than 2,000 college administrators and managers, 434 members of Boards of Governors, 24 college Presidents and other officials and administrators with the Ministry of Training, Colleges and Universities; the College Employer Council; and Colleges Ontario.

	1 Time Rate	2 Time Rate	Online Magazine*
OBC	\$2500	\$2300	FREE with print booking!
IFC/IBC	\$2200	\$2000	FREE with print booking!
Full page	\$1900	\$1800	FREE with print booking!
1/2 page	\$1000	\$900	FREE with print booking!
1/4 page	\$750	\$700	FREE with print booking!
1/6 page	\$400	\$350	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- 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.

Published for
OCASA by:



To reach administrative professionals in Ontario's colleges through *College Administrator* and its targeted readership, contact Jeff at your earliest convenience to discuss your company's promotional plans for 2015.

Jeff Kutny, Marketing Manager

Phone: 866-985-9789 Fax: 866-985-9799

E-mail: jeff@kelman.ca





Krista Pearson, PhD, CHRL
President/Board Chair



Diane Posterski, B.Com, MIR, CAE
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. Whether in its print or digital format, *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 the hands 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.



OCASA is a voluntary, professional association which supports and advocates for Ontario's community college administrators, while building and promoting administrative excellence for the betterment of the college system.

2014/15 OCASA EXECUTIVE:

PRESIDENT

Krista Pearson
Sault College

Registrar & Director International

VICE PRESIDENT

Alanna McDonell

Algonquin College
College Ancillary Services
Marketing Manager

SECRETARY

Riley Burton

Confederation College
Chair, School of Engineering
Technology and Trades

TREASURER

Gregory Murphy

Durham College
Dean, School of Media, Art & Design

PAST PRESIDENT

Dave Belford

Fanshawe College
Dean, Faculty of Business

DIRECTORS

Jane Cooper

Mohawk College
Associate Dean, McKeil School of Business

Janine Foster

St. Lawrence College
Manager, Alumni Relations & Annual Giving

Kristi Harrison

Centennial College
Associate Vice President –
Academic Excellence

Shemeena Shraya

George Brown College
Manager, Divisional Finance and Operations,
Centre for Preparatory & Liberal Studies

Kelly Murray-Scott

Lambton College
Director, Financial Planning

Mary Lou McLean

Fleming College
Director, Applied Research (Acting)

Barbara Watts

Georgian College
Associate Dean, School of Business,
Automotive and Hospitality

College Administrator

OCASA
APACO

THE PROFESSIONAL JOURNAL FOR ONTARIO COLLEGE ADMINISTRATORS

Interactive Edition

College Administrator available online



With print and digital communication operating hand-in-hand, you can take advantage of the fact that *College Administrator* magazine is available online in a highly interactive format.

A user-friendly, interactive Media Rich PDF format that includes:

1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads



Visit us online, www.ocasa.on.ca

Use Paper Responsibly

Today's forest industry is working hard to become one of the greenest industries on earth.

- ♻️ What other industry plants hundreds of millions of trees every year?
- ♻️ What other industry actually grows more of its main resource than it consumes?
- ♻️ What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?
- ♻️ What other industry uses a renewable resource and recycled stock as its main ingredients?
- ♻️ What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost. Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.

Paper is a powerful communications medium. Use it responsibly... and recycle the paper that you use.



Our concern for the environment



is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***



Why **PRINT** Continues to **MAKE AN IMPRESSION**

GETTING ATTENTION

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.

WHAT'S OLD IS NEW AGAIN

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.

PRINT STILL EXCITES PEOPLE

The printed word is still perceived as more credible to many people than anything on the web.

NO AUDIENCE DEVELOPMENT COSTS

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.

TOP 10

REASONS

Why advertisers 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.

AD SUBMISSION INFORMATION

Ad Dimensions

Production Requirements:

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Adobe Illustrator CS6

(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 e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- 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
E-mail: stefanie@kelman.ca

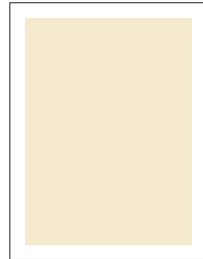


Craig Kelman & Associates
3rd Floor - 2020 Portage Ave.
Winnipeg, Manitoba R3J 0K4
www.kelman.ca

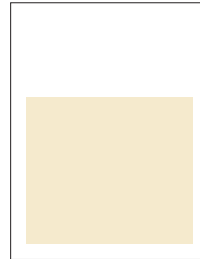
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

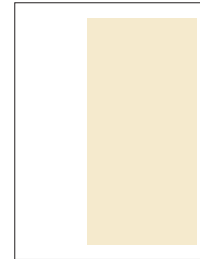
Full page



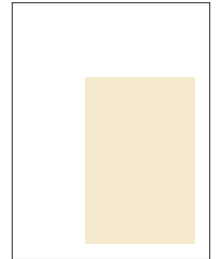
2/3 Horizontal



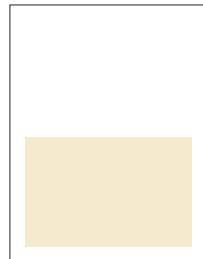
2/3 Vertical



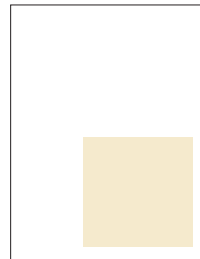
1/2 Island



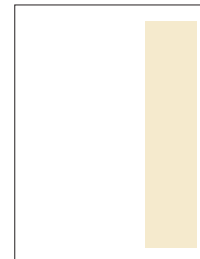
1/2 Horizontal



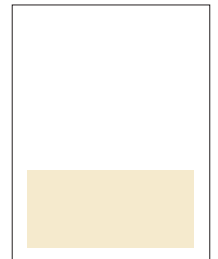
1/3 Square



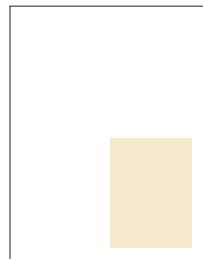
1/3 Vertical



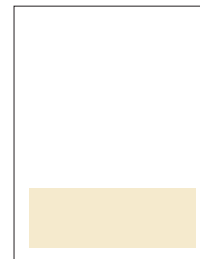
1/3 Banner



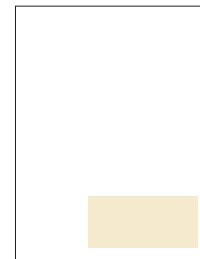
1/4 Vertical



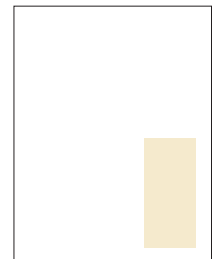
1/4 Banner



1/6 Horizontal



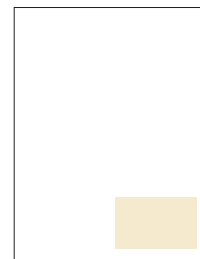
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

