

Penny Bissett Consulting
Promotional Opportunities for the University Fairs/08

1. Place an ad in the **FAIR HANDOUTS**,

Deadline for submission of pdf ad text will be September 1, 2008.

The GRADUATE FAIR and the UNDERGRADUATE FAIR Handouts are the same size. The finished booklet will measure 8.5" X 11". They are printed in black and white ONLY. So remember any photos will not appear the same as they would in colour.

Distribution: to all visitors at the Graduate and Undergraduate fairs.

The number of copies printed for each fair will be :

- - Undergraduate Fair booklet = 2000
- - Graduate Fair booklet = 1200

- Front Page (7.75" W X 6.25 H) - **\$850.00 US** (The front page is a little smaller due to the Header on the booklet.)
- Full Back Page (7.75 W x 10.25 H) - **\$900.00 US**
- Inside full pages (7.75 W x 10.25 H) - **\$750.00 US**
- Inside 1/2 pages (7.75 W x 5.25 H) - **\$500.00 US**
- 1/2 Outside Back Page (7.75 W x 5.25 H) - **\$600.00 US** - available only if full back page is not sold first.

Last year, the ads for the handouts were snapped up quickly, so send me an email reserving the location & size of the ad you wish, and in which booklet you want the ad, (Grad or Undergrad). I will hold the space until I receive your actual ad copy. Once I receive your copy, I will send you an invoice for the ad.

2. To all those who would like to submit an **"Insert"** to be included and mailed with the September Guidance Counsellors Newsletter. I invite you to do so at your earliest convenience. Deadline for submission of insert text will be August 1, 2008

THE INTERNATIONAL GUIDANCE LINK:

- Distribution: All Ontario high schools, universities, community colleges and professions associations. (approx 1200 copies).

- Insert: 8.5" X 11" (single or double sided), black and white print only. Any graphics will be printed in black and white as well, so be careful about submitting graphics that will print too dark.

You send me the text set up the way you want it printed in pdf. I will do the printing, stuffing and mailing. Your cost **\$480.00 US**.

3. Lastly, we are looking for universities who would like to donate Non-Plastic bags to be distributed to the students at the front door when they arrive at the fairs. Please let me know and I will send you shipping instructions for them.