

The logo for sfss.ca is a blue square with the text 'sfss.ca' in white, lowercase, sans-serif font.

simon fraser student society

MBC 2250, Simon Fraser University, 8888 University Drive
Coast Salish Territory, Burnaby, BC, V5A 1S6
tel: 778.782.6565 fax: 778.782.5843
e-mail: handbook@sfss.ca
www.sfss.ca

Member Handbook and Day Planner - Advertising Information

Dear Prospective Advertiser,

Now is the time to take advantage of an excellent opportunity to advertise to SFU students through the SFSS Member Handbook and Day Planner. With high rates of pickup and usage, the SFSS handbook is absolutely the best way for businesses to make their product or service known to SFU students. Having your business advertised in the handbook puts you in direct contact with the campus community. A rate sheet, contract, and samples are attached in this package.

Every year, the SFSS Handbook is a hot commodity at Simon Fraser University's Burnaby, Surrey, Kamloops, and Vancouver campuses. Last year over 18,000 SFU students picked up their free member handbook in the first few days of September alone - we could barely unpack them as fast as they were getting picked up from the tables on campus. Due to the ongoing overwhelming popularity of the handbook we have increased the print run; we anticipate that over 23,000 students will use the SFSS handbook daily for the entire 2010/2011 academic year. Why do students love the handbook so much? Several reasons: the handbook is a vital resource for students - it contains important information about student society and university services, housing, financial aid, and other important issues; the handbook also provides a useful day planner that includes all the academic calendar dates and deadlines as well as listings for hundreds of campus events.

Our experienced staff bring over ten years of professional experience in graphic design and publishing to the production of the Handbook. You can expect this year's handbook to have a clean and elegant design, and an abundance of useful features like annual and semester calendar pages, course timetables, notes pages, and phone directory. The entire book is printed in full colour, for a more stylish overall design and greater visual impact. This attention to detail makes the handbook very user friendly and keeps it at students fingertips. Sample images of the handbook and a PDF version of this contract are available for viewing and download on our web site at www.sfss.ca/handbook.html.

Please contact us at your earliest convenience, either by phone or e-mail, if you have any questions.

Sincerely,

Anoop Aulakh

Handbook Marketer
Simon Fraser Student Society
c: 604 375 2360
o: 778.782.6565
handbook@sfss.ca

Garth Yule

Communications Coordinator
Simon Fraser Student Society
778.782.6565
communications@sfss.ca

SFSS Handbook Samples

Circulation

- 24,250 Handbooks (2009 - 2010 year)
- Delivered 3rd week of August 2010
- In use until 3rd week of August 2011

Printing Specs

- 5 1/4" x 8 1/4", 192 pages, full colour throughout, coil bound
- Ads on dividers stand out - printed on glossy cover stock, placed in the day planner section between semesters

Ad Placement

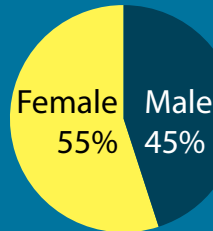
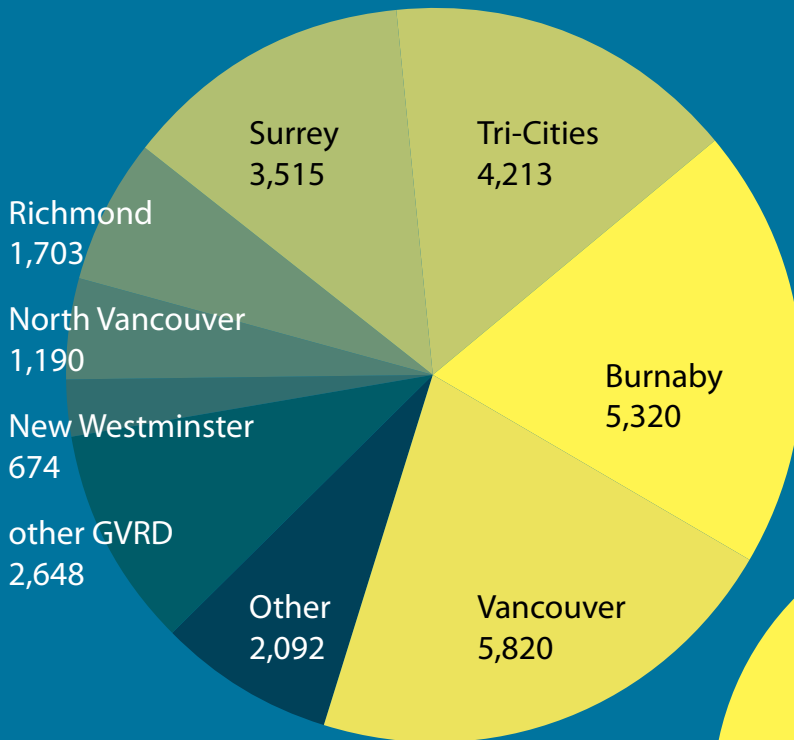
Ad spaces are opposite the "month-at-a-glance" calendar pages, where they will be seen repeatedly, throughout the year.



These sample images are of the 2009-2010 Handbook.

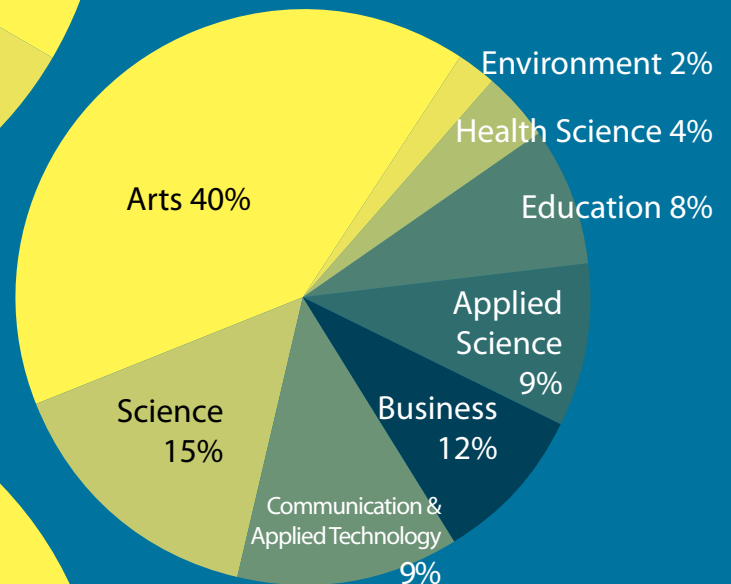
Simon Fraser University Students: Demographics 2010

Where do SFU students live?

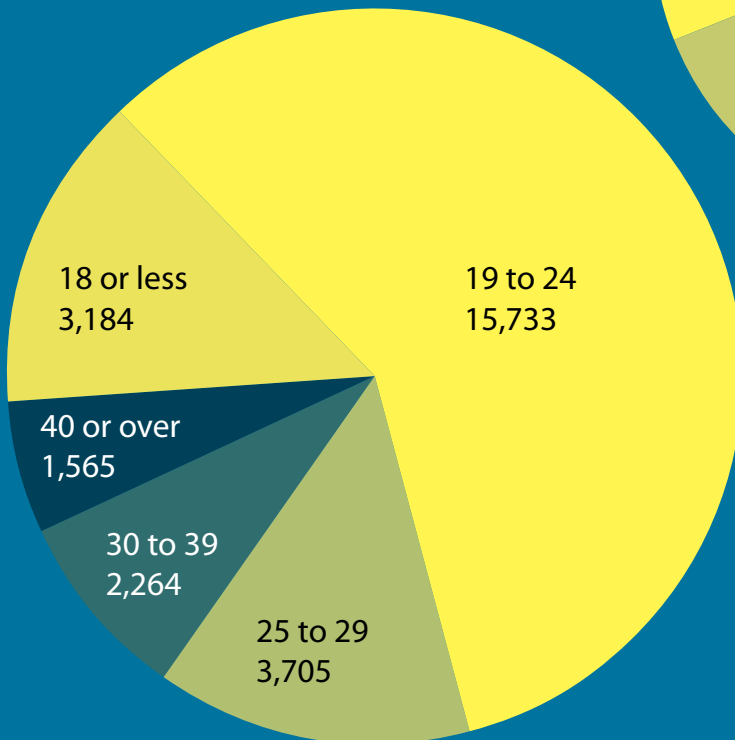


What is the male/female ratio for SFU students?

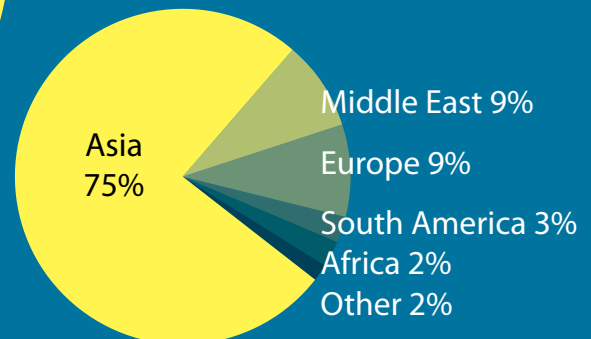
Which Faculties are SFU students enrolled in?



How old are SFU students?



Most SFU students are Canadian citizens; roughly one in four SFU students have citizenship from other continents:



SFSS HANDBOOK RATE CARD

2010/2011 All Prices Subject to GST

DISCOUNTS FOR REPEAT BOOKINGS

We offer you a 10% discount on this year's ad when you book for the following year as well. To get the discount, submit both contracts appended to this package when you book your ad.

Full Page Cover Ads

listed prices do not include GST

| | SIZE (width x height) | PRICE |
|-----------------------|-----------------------|--------|
| A. Back cover | (4.5" x 7.75") | \$9500 |
| B. Back cover inside | (4.5" x 7.75") | \$5000 |
| C. Front cover inside | (4.5" x 7.75") | \$5000 |
| D. Glossy divider | (4.5" x 7.75") | \$4000 |

Interior Handbook ads

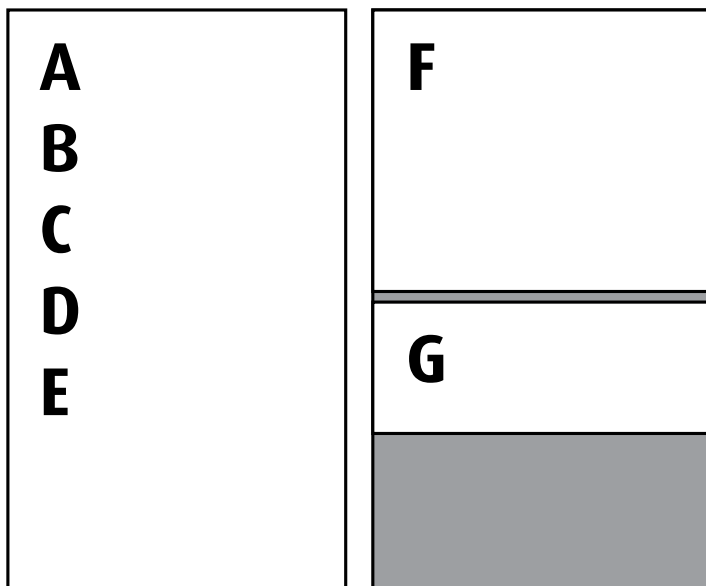
| | SIZE (width x height) | PRICE |
|-----------------|-----------------------|--------|
| E. Full page | (4.5" x 7.75") | \$2100 |
| F. Half page | (4.5" x 3.75") | \$1150 |
| G. Quarter page | (4.5" x 1.75") | \$625 |

Interior Handbook ads

Reduced rate for registered nonprofit organizations

| | SIZE (width x height) | PRICE |
|-----------------|-----------------------|--------|
| E. Full page | (4.5" x 7.75") | \$1500 |
| F. Half page | (4.5" x 3.75") | \$800 |
| G. Quarter page | (4.5" x 1.75") | \$400 |

Full page ads may use the entire page size (5.25" x 8.25") if they are made by a designer that knows how to handle bleeds and gutters properly.



AD SALES CONTACT

Anoop Aulakh
778.782.6565 / ©604 375 2360
handbook@sfss.ca
fax: 778.782.5843

DEADLINES

June 1, 2010 ad booking deadline;
 June 15, 2010 ad copy deadline; please submit ad copy ASAP after booking.

COLOUR

The entire handbook is printed in full colour. Ads in black and white or greyscales are run at the same cost. Please ensure that colour files are in CMYK profile, and that no spot colours are used.

PREFERRED FILE FORMATS

PDF files, Photoshop EPS or TIFF, Illustrator EPS. Please supply all fonts or convert to outlines.

LOGOS, GRAPHICS AND FONTS

Logos and line art should be scanned at a resolution of 300dpi and supplied as CMYK TIFF images, except where original vector (EPS) files exist. Fonts must be supplied with artwork or converted to outlines.

SUBMISSION

Ads can be submitted via e-mail to handbook@sfss.ca, or on CD-R or USB Key. Contact us for FTP information.

FILE CORRECTION FEES

Any ad artwork submitted with errors that require a substantial amount of time to fix on our end may be subject to additional fees.

sfss.ca

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Handbook Advertising Agreement 2010-2011

Order Information

| Size (A - G) | Unit Price | Quantity | Amount Due |
|--------------|------------|----------|------------|
| | | | |
| | | | |

| | |
|---------------------|--|
| Subtotal | |
| 10% Discount | |
| HST (12%)** | |
| TOTAL: | |

to be eligible for the discount, you must also submit an Advance Booking contract for an ad of equal value for the following publication year (2011-2012).

I, _____ of _____,
(name) (company or organization)

agree to purchase the advertising space listed above. I understand that the 2010 Simon Fraser Student Society handbook and day planner will run from September 2010 to the end of August 2011.

I will submit my artwork in a form acceptable to the Student Society no later than June 15, 2010. I understand that any artwork not submitted in an acceptable format may result in additional charges.

Billing Information

Company Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____

E-mail: _____

Signed: _____

Date: _____

** Handbook Ads & HST

If we receive a contract and payment in full for before April 30, 2010, your ad for 2010-2011 is HST exempt, and only 5% GST will be applied to the price for the ad.

You can still reclaim the provincial portion of the HST expense for 2010-2011 ads booked after April 30, 2010, and all ads for 2011-2012, when you make your annual GST/HST filing.

Please submit this form no later than June 1, 2010

Final payment is due by October 1, 2010. Invoices and copies of the handbook will be mailed out in early September once the handbooks are printed.

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Handbook Advance Booking 2011-2012

Order Information

| Size (A - G) | Unit Price | Quantity | Amount Due |
|--------------|------------|----------|------------|
| | | | |
| | | | |

| | |
|---------------------|--|
| Subtotal | |
| 10% Discount | |
| HST (12%) | |
| TOTAL: | |



to be eligible for the discount, you must also submit an Advertising Agreement for an ad of equal value for the current publication year (2010-2011).

I, _____ of _____,
(name) (company or organization)

agree to purchase the advertising space listed above. I understand that the 2011 Simon Fraser Student Society handbook and day planner will run from September 2011 to the end of August 2012.

I will submit my artwork in a form acceptable to the Student Society no later than June 15, 2011.

I understand that any artwork not submitted in an acceptable format may result in additional charges.

Billing Information

Company Name: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____

E-mail: _____

Signed: _____

Date: _____

Please submit this form no later than June 1, 2010

Final payment is due by March 1, 2011. Invoices and copies of the handbook will be mailed out in early September once the handbooks are printed.