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CANADIAN EDUCATION AND RESEARCH INSTITUTE FOR COUNSELLING
INSTITUT CANADIEN D'ÉDUCATION ET DE RECHERCHE EN ORIENTATION

The *Canadian Education and Research Institute for Counselling* is a charitable organization that advances education and research in career counselling and career development. We support career counselling-related research and professional development for a cross-sectoral community through both funding project partnerships and our own strategic programs.

Vision: To increase the economic and social wealth and productivity of Canadians through improved quality, effectiveness and accessibility of counselling programs, especially in the areas of career counselling and career education.





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October 1, 2012

The Canadian Education and Research Institute for Counselling (CERIC) is pleased to announce a new working agreement with Market Zone Productions Ltd. a Winnipeg, Manitoba-based magazine publisher.

Effective immediately, on behalf of CERIC, Market Zone Productions will begin publishing a tri-annual magazine titled *Careering*. The inaugural issue will launch in January 2013 and will be distributed to career service professionals across Canada, in both a print and digital format.

This exciting new English-language publication, with select articles in French, will provide reflection and analysis of the latest career counselling and development theories, practices and resources in Canada. CERIC's objective with the magazine is to advance knowledge in the field.

Market Zone Productions is an award-winning publishing company that is committed to producing a high-quality publication with timely and relevant information for CERIC's stakeholders.

We encourage Canada's career services community to lend their support to this worthwhile initiative.

Sincerely,

Riz Ibrahim
Vice-President & General Manager

CERIC is a charitable organization that advances education and research in career counselling and career development.

Le CERIC est un organisme caritatif voué à la progression de l'éducation et de la recherche en matière d'orientation professionnelle et de développement de carrière.



contactpoint.ca | orientaction.ca



The Canadian Journal
of Career Development | Revue canadienne de
développement de carrière



Cannexus.ca

Introducing

Careering

Skills → Jobs → Dreams

A Tri-Annual Magazine for Canada's Career Development Professionals

National Distribution: 7,000 print and 13,000 electronic copies

Careering magazine is published tri-annually and circulated to CERIC stakeholders who are career service professionals practicing in the following areas: Career Counsellors, Guidance & Employment Counsellors, Career Development Specialists, Life Coaches, Career Educators, Trainers & Facilitators, Job Developers, Human Resource Professionals, Executive Directors and Managers in Industry, Government and Not-for-Profit Organizations, Immigrant & Settlement Services Workers and Social Workers.

- 30% Community-based organizations
- 20% Post-secondary institutions
- 10% Secondary schools
- 15% Corporate
- 15% Government
- 10% Other

Newsstand Quality Design & Must-Read Content

Designed to engage and inform career service professionals, *Careering* magazine will provide analysis and reflection of the latest counselling and career development theories, practices and resources in Canada. Between its covers you will discover timely and relevant information that will serve to educate and inspire the reader.

Bilingual Content

Spanning the nation, with an audience of both English and French subscribers, each issue of *Careering* will dedicate approximately 30% of its overall editorial to original French content.

Maximum Value Exposure

CERIC's stakeholders are instrumental in advising Canadians about career opportunities, education, training options and career development strategies. *Careering* magazine offers you an excellent opportunity to showcase your organization to this influential audience.

Environmentally Conscious

Careering magazine is published using environmentally sound printing processes and prints on recycled paper.

Contact:

Donna Billey Account Executive
Market Zone Productions Ltd.
177 McDermot Avenue, Suite 200
Winnipeg, Manitoba R3B 0S1

Phone: 1.888.634.5556 x103
Fax: 204-515-1185
Email: dbilley@marketzone.ca
www.marketzone.ca



Careering

Skills → Jobs → Dreams

Net Full-Colour Rates Per Issue	1X	2X	3X
Double Page Spread	\$4,500.00	\$4,200.00	\$3,900.00
Outside Back Cover	\$3,600.00	\$3,350.00	\$3,100.00
Inside Front Cover	\$3,250.00	\$3,000.00	\$2,750.00
Opposite Inside Front Cover (page 3)	\$3,250.00	\$3,000.00	\$2,750.00
Opposite Table of Contents	\$3,250.00	\$3,000.00	\$2,750.00
Inside Back Cover	\$3,150.00	\$2,900.00	\$2,650.00

PRIME POSITIONS ALLOTTED ON A FIRST-COME FIRST-SERVED BASIS

Full Page	\$2,950.00	\$2,700.00	\$2,450.00
2/3 Page	\$2,300.00	\$2,100.00	\$1,900.00
1/2 Page Island	\$2,150.00	\$1,975.00	\$1,800.00
1/2 Page	\$1,850.00	\$1,700.00	\$1,550.00
1/3 Page	\$1,350.00	\$1,250.00	\$1,150.00
1/4 Page	\$975.00	\$900.00	\$825.00
1/6 Page	\$675.00	\$625.00	\$575.00

SPECIAL REQUEST AD PLACEMENTS ALLOTTED ON A FIRST-COME FIRST-SERVED BASIS

Direct Mail / Outsert Opportunities

Showcase your organization by including a unique direct mail or promotional piece within the protective polybag that Careering is distributed in. By utilizing this medium, you're ensuring your messaging commands exceptional exposure and is reaching the individual you look to target. Ask us for a quote on your particular distribution requirements. Outserts can be distributed nationally or zoned regionally by province.

2012/13 Production Schedule

	Distribution Date	Materials Deadline
Winter 2013 Conference Issue	January 11/13	December 17/12
Spring 2013	May 30/13	May 14/13
Fall 2013	October 4/13	September 17/13

The Digital Edition of Careering

As a sustainable alternative to the print copy of Careering, each issue is available in a digital format. This high end, fully interactive format is delivered electronically to over 13,000 career development professionals across Canada. In today's society, this eco-friendly publication is proving to be the preferred format for a growing number of magazine readers.

Placing your advertisement in the print version of Careering will automatically ensure you're a part of the e-mag in which all ads are hyperlinked, allowing readers direct access to your website.

Digital Advertising Options/Rates

	Per Issue
Integration of Video Clips, exclusive	\$200 per minute – minimum charge of \$600 (320 pixels w X 120 pixels h, FLV format)
Sponsorship Positions Vertical Banner, rotating	\$400 per spot (120 pixels w X 600 pixels h)
Sponsorship Positions Horizontal Banner, rotating	\$400 per spot (468 pixels w X 60 pixels h)
Integration of Flash elements	\$100 per element

Enhance your company's presence in the digital format of Careering magazine by exploring one or more of the above options.

Clicking on the following link will provide you with an opportunity to view the above options and their capabilities.

<http://marketzone.ca/ebooks/sample/CSCQ0312/>

Specifications

Careering is printed on a modern 4-colour offset press that is capable of high-resolution (200 line screen) reproduction. This superior printing process produces a finished product with increased sharpness and richer colour saturation than most typical trade publications. The trimmed page dimensions are a full 8½" x 11", the magazine is saddle-stitched and printed on recycled matte finished coated stock.

Artwork Requirements

For optimum reproduction all digital colour files should be supplied in CMYK mode at 400 dpi resolution. Greyscale artwork should be provided at 400 dpi, and line art should be at 800 dpi.

Accepted file formats are High-res PDF, EPS, TIFF or JPEG. All fonts should be embedded in the file.

Upload Instructions

Upload your press ready files or your photos, logos and send your ad text in a word document to:

<http://dropbox.yousendit.com/donnabilley716744>

Design Services

The publisher offers a complimentary professional ad design service available to magazine and direct mail advertisers.

Display Ad Dimensions (magazine trim size: 8.5" x 11")

Size	Width	Height	Size	Width	Height
Double Page Spread Bleed	17.25"	11.25"	1/3 Page Horizontal	7"	3"
Full Page No Bleed	7"	9.5"	1/3 Page Vertical	2.21"	9.5"
Full Page Bleed	8.75"	11.25"	1/4 Page Horizontal	4.556"	3.416"
2/3 Page Horizontal	7"	6.333"	1/4 Page Vertical	3.416"	4.556"
2/3 Page Vertical	4.639"	9.5"	1/6 Page Horizontal	4.556"	2.21"
1/2 Page Horizontal	7"	4.556"	1/6 Page Vertical	2.21"	4.556"
1/2 Page Vertical	3.416"	9.5"	1/8 Page Horizontal	3.416"	2.21"
1/2 Page Vertical Island	4.583"	7"	1/8 Page Vertical	2.21"	3.416"
1/3 Page Square	4.583"	4.583"			

