



Student Handbook 2009-2010

SARDC • 100 College Boulevard, Red Deer, AB • T4N 5H5
 phone (403) 356-4972 • fax (403) 347-8510 • email sardchandbook@gmail.com

Why student-targeted publications...

Youth and post-secondary students make up an important and desirable part of the consumer market. In fact, most post-secondary students fall into the important 18-29 age bracket.

Why SARDC student publications...

SARDC publications are different from many other student-targeted publications. The difference? SARDC is run by and for students. Money generated through SARDC publications — the Student Handbook and The Bricklayer, the student newspaper — directly helps support student services and initiatives.

The particulars ...

The SARDC Student Handbook is provided free of charge to all RDC students. It fuses important college information on policies, services and opportunities with a day planner. In addition, it contains valuable information about products and services offered by Red Deer and area businesses, including yours.

Rates ...				Additional 15% will be added to all prices for spot colour (excluding back cover.) Only Reflex Blue is available. New this year - Full colour available on divider pages for an additional 25% Back cover available on a first-come, first-serve basis, with the following conditions: • Advertiser supplies ad, camera-ready, to our printer's specifications prior to the ad deadline. • Back cover - Ad can incorporate process/full colour and include photos. • Cost is for space only. Content of all ads must be appropriate to the college community, in the judgement of the Publications Manager.
Ad size	Details	Dimensions	Cost	
Text insert	one line	text only	\$25	
Calendar insert	horizontal	2 1/4 x 3/8	\$55	
1/8 page	horizontal	4 3/4 x 1	\$200	
	vertical	2 1/4 x 2	\$200	
1/4 page	horizontal	4 3/4 x 2	\$365	
	vertical	2 1/4 x 3 7/8	\$365	
Coupon	horizontal	4 3/4 x 2 1/2	\$375	
1/2 page	inside cover/divider	4 3/4 x 3 7/8	\$630	
	within book	4 3/4 x 3 7/8	\$600	
Full page	inside cover/divider	4 3/4 x 8	\$1,140	
	within book	4 3/4 x 8	\$1,060	
Back cover	vertical	5 1/2 x 8 1/2	\$1,425	

Booking deadline: Monday, May 25

All ad material and instructions must be received by Friday, June 12

Early payment bonus: Pay for your ad in full by 4 p.m. Friday, June 12 and receive three (3) free business-card sized Bricklayer ads. An \$84 value!

Book your space today!

Sarah Stuebing, 2009-2010 Ad Rep
 Students' Association of Red Deer College
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