

# NAITSA STUDENT HANDBOOK 2023-2024 RATE SHEET

Northern Alberta Institute of Technology (NAIT), located in Edmonton, offers certificates, diplomas and applied degrees in such fields as business, industry, health sciences, engineering and architecture, IT, hospitality and outdoor programs such as landscaping and forestry. As well, NAIT is a leader in apprenticeship training, offering 35 apprenticeship programs in the skilled trades.

The NAIT Students' Association Handbook is an annual publication that is given to students when they start the semester. It contains information students will use regularly, such as maps, clubs and events, semester timetables, student service locations and contact information as well as a daytimer. The intent is for it to be retained and used throughout the year. Distribution of handbooks have changed to adapt for COVID, so we have introduced digital downloads last year for students, and it has been overwhelmingly well received with at least 15,000 digital downloads.

## CIRCULATION FOR 2023-2024

5,000 copies printed and distributed.  
Minimum of 15,000 digital downloads.

## AD SUBMISSION DEADLINE\*

MAY 1, 2023

A list of our available ads, with rates and specs can be found on the next page.

Please make cheques payable to CU Advertising and send to the address below.



PO Box 2300 Station Main B, Richmond Hill, ON L4E 1A4  
nait@cu-ads.org | 1.866.362.3331

Thank you in advance for your involvement.

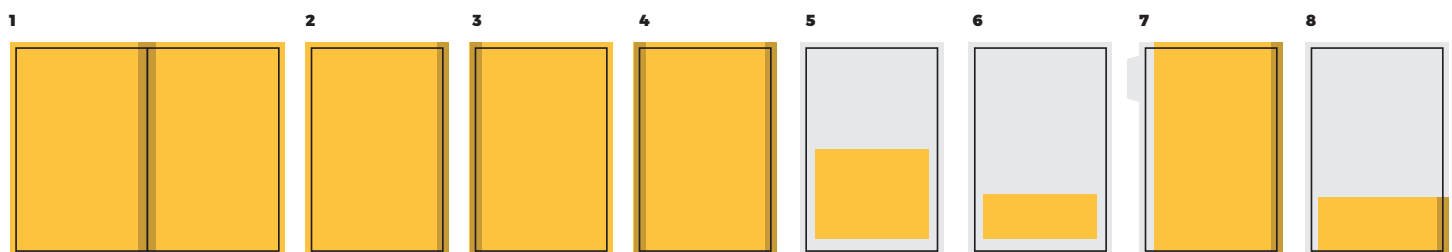
Sincerely,

Chris Chelmick, Executive Director  
NAIT Students' Association (NAITSA)



\*If artwork is submitted after the deadline, it may not be included in the handbook.

Ads	Specs	Cost	#
<b>Premium Placement</b>			
Double Page Spread	11.5" x 9" no important info in center 0.75" for coil, or within 0.5" of any edge	\$4,000	<b>1</b>
Outside Back Cover	6" x 9" no important information within 0.5" of any edge	\$2,495	<b>2</b>
Inside Front Cover	6" x 9" no important information within 0.5" of any edge	\$2,295	<b>2</b>
Inside Back Cover	6" x 9" no important information within 0.5" of any edge	\$2,295	<b>3</b>
Opposite Table of Contents	6" x 9" no important information within 0.5" of any edge	\$2,195	<b>4</b>
Opposite Year-at-a-Glance Calendar	6" x 9" no important information within 0.5" of any edge	\$2,195	<b>4</b>
Opposite Campus Map	6" x 9" no important information within 0.5" of any edge	\$2,195	<b>4</b>
<b>Premium Recruitment (limit 8 pages)</b>			
Full Page Opposite Trades/Employment	6" x 9" no important information within 0.5" of any edge	\$2,195	<b>4</b>
<b>Daytimer</b>			
Full Page Tab (limit 2 pages) – Fall or Winter Term	5.75" x 9" no important information within 0.5" of any edge	\$2,195	<b>7</b>
Weekly Banner – Once a Month (12 ads)	5.475" x 2.5" no important information within 0.5" of right and bottom edge	\$2,195	<b>8</b>
Weekly Banner – Quarter Academic Year (7 ads)	5.475" x 2.5" no important information within 0.5" of right and bottom edge	\$895	<b>8</b>
Weekly Banner – Single	5.475" x 2.5" no important information within 0.5" of right and bottom edge	\$500	<b>8</b>
Monthly Calendar Logo Placement (12 total)	supply logo as vector or transparent png, 300dpi at 2.25" wide	\$1,200	
<b>Interior – Placement Not Guaranteed</b>			
Full Page	6" x 9" no important information within 0.5" of any edge	\$1,495	<b>4</b>
Half Page	4.75" x 3.75"	\$895	<b>5</b>
Quarter Page	4.75" x 1.875"	\$560	<b>6</b>



Ad spec templates available upon request. For ads indicating a "margin", do not place text or important graphics in the indicated margin area. It may be cut off or covered by the coil. **Ads must follow these specifications to ensure no important info is cut off by the page edge or coil. If you are unsure if your ad is correctly sized, please contact Sherece Burma (shereceb@nait.ca).**