

Wisdom

Concept A readable, content-rich magazine, with the potential for strong advertiser appeal and broad distribution. Wisdom, published 3 times annually, will consistently provide in-depth articles about the people of Grande Prairie Regional College, with an emphasis on leadership, knowledge, alumni achievement, and philanthropy.

Distribution Wisdom magazine is provided by direct mail to 7,600 alumni and major supporters of Grande Prairie Regional College. A further 500 copies are distributed at special events, in display racks on campus, and as requested by our readers. The alumni of GPRC are educated professionals in their fields. 86% of our readers are within northwestern Alberta and northern British Columbia; a further 10% are within western Canada, and the remainder are across the country and around the world.

Our Readers Our readership is targeted, educated, and committed to this community. Our readers are educated professionals with strong purchasing power.

- 80% aged 25 to 45
- 15% over age 45

CONTENT

Regular features in Wisdom.

In Conversation - an in depth personal interview with someone connected to the College by history or action.

Profiles - in the pages of Wisdom, readers regularly get to know members of our faculty, alumni, donors and guest speakers.

Sharing Knowledge - faculty provide interesting articles in their areas of specialization.

Major Advancement Events -

President's Ball, Donor Recognition, College Classic, and Convocation are among the annual events featured in issues of Wisdom.

Students - student valedictorians, students with special projects, and students with a special perspective on education are subjects of Wisdom features.

Alumni Updates - alumni of GPRC provide up-to-date information about where they are and what they are doing.

ISSUE TIMELINES

Spring/Summer Issue

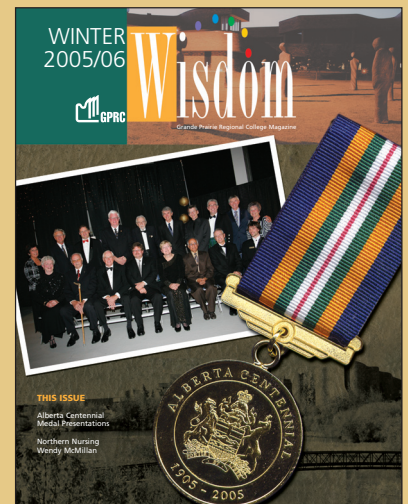
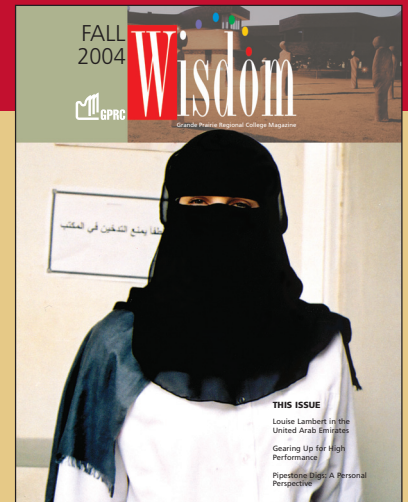
Ad sales/layout - April
Content and layout - May
Printing - June
Distribution - late June

Fall Issue

Ad sales/layout - Sep
Content and layout - Oct
Printing - late Oct
Distribution - early Nov

Winter Issue

Ad sales/layout - Jan
Content and layout - Feb
Printing - late Feb
Distribution - early Mar



Mechanical and Electronic Requirements

Wisdom Magazine will ONLY accept digital versions of ads in the following formats:

Mac EPS

- all fonts embedded in file or converted to outline

PDF

- all fonts embedded
- press optimized quality @ 2400 dpi

Quark

- version 6.0 or earlier
- all fonts and imported graphics must be included

Colour

- CMYK only. No RGB or spot colours

Photos

- digital files should be at 300dpi
- lower resolution files are not recommended for reproduction

Electronic files can be emailed to:
wisdom@gprc.ab.ca

Double 1/2 Column
4.917" w x 4.833" h
29p6 picas w x 29 picas h

1 Column Ad
2.333" w x 9.833" h
14 picas w x 59 picas h

Advertising Rates

| Size | Rate |
|---|--------|
| Back Cover - full colour | \$1500 |
| Inside Back Cover - full colour | \$1350 |
| Full page black only | \$1050 |
| 1 column ad | \$550 |
| Double 1/2 column ad | \$550 |
| 1/2 column ad | \$300 |
| Banner ad | \$375 |
| Add colour to any ad for a flat rate of \$100 | |

Book for all three issues and save 20%

Full Page Inside
7.5" w x 9.833" h
45 picas w x 59 picas h

1/2 Column Ad
2.333" w x 4.833" h
14 picas w x 28 picas h

Banner Ad
7.5" w x 1.5" h
45 picas w x 9 picas h



Wisdom is published three times annually as a service to the many constituents of Grande Prairie Regional College, by the Department of Community Relations.

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