

SPONSORSHIP OPPORTUNITY

Optimize your presence and achieve your recruitment objectives

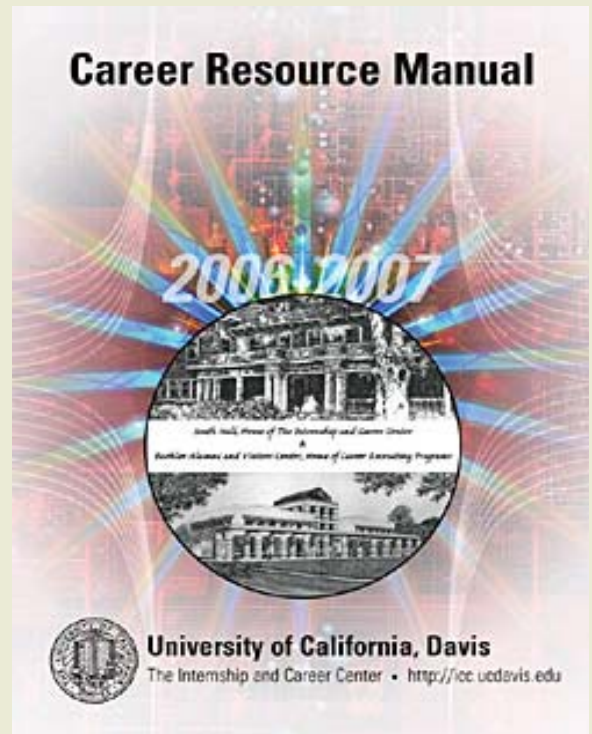
UNIVERSITY of CALIFORNIA, DAVIS 2007-2008 Career Resource Manual

Enhance your on-campus visibility and convey your unique branding or recruitment message to students at UC Davis through sponsorship of the *2007-2008 Career Resource Manual*, the OFFICIAL publication of The Internship and Career Center (ICC).

Compiled by ICC staff, the *Career Resource Manual* delivers career planning, interviewing, job search and on-campus recruiting information directly into the hands of the career-focused students that you want to attract, meet and hire.

And even if you're not actively recruiting on campus--but want to reach students and show your support of the ICC--sponsorship of the *Career Resource Manual* is the way to do it!

Take advantage of this highly targeted method for reaching the best and brightest students at UC Davis by sponsoring the *2007-2008 Career Resource Manual!*



sample of 2006/07 cover

"The Manual is heavily used by students participating in ICC's careers programs. Advertising employers gain vast exposure, as the Manual is provided to students from all majors and disciplines."

Jeanne B. Shelby
Associate Director, ICC

2007-2008 Sponsorship Rates

B&W ¼ page	\$ 1,675
B&W ½ page	\$ 2,540
B&W full page	\$ 4,125

Four-color upgrade on full or half page ads: \$1,495

**SPACE RESERVATION
DEADLINE**
June 15, 2007

**MATERIALS
DEADLINE**
June 22, 2007

SPACE RESERVATION FORM

SPONSORSHIP CONTACT

HECTOR BARRERA
(312) 525-3087 phone
(312) 429-3320 fax
hbarrera@alloyeducation.com

DEADLINES

Space Reservation
June 15, 2007
Materials Due
June 22, 2007

RESERVE YOUR SPACE

**Complete this form and
return via fax to:
(312) 429-3320**

UNIVERSITY OF CALIFORNIA, DAVIS 2007-2008 Career Resource Manual

Please check all that apply:

- Quarter Page, B&W \$ 1,675
 Half Page, B&W \$ 2,540
 Full Page, B&W \$ 4,125

Ad \$ _____

Upgrade \$ _____

Upgrade:

- Four-color upgrade on full or half page ad: \$1,495

ORDER TOTAL \$ _____

Date _____ **Payment Options** (circle one): **Bill Me** **Charge**

Company Name _____

Your Name _____ **Your Title** _____

Address _____ **City** _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **Email** _____

Signature _____ (your signature here makes this an order.)

Credit Card Information: (We accept VISA or MASTERCARD only!)

(circle one) **VISA MASTERCARD** **Name on Card** _____

Credit Card No: _____ **Exp. Date** _____ **V-Code** _____

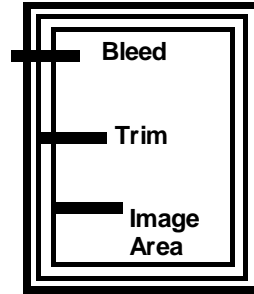
(Last 3 digits of number
on back of card)

Notes/Instructions

SPECIFICATIONS

Full Page

Trim Size.....8" x 10 ¾"
Image Area.....7" x 10"
Bleed Size.....8 ½" x 11"

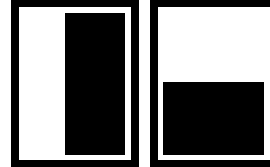


Half Page

Horizontal Image Area.....7" x 4 ¾"
Vertical Image Area.....3 ½" x 10"

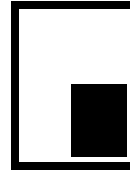
Quarter Page

Vertical Image Area.....3 ½" x 4 ¾"



Live Area

Keep vital copy at least ¼" from gutter or any trim edge.



FORMATS

PDF

PDF files with all fonts embedded and high-resolution graphics (grayscale TIFFs at 300 dpi, and lineart at 1200 dpi). They may be submitted via email or sent on CD. If you choose the PDF/X-1a:2001 format, the embedding will be done for you.

Quark Documents

Quark version 6.5 documents should be submitted on disk. Include all the supporting, high-resolution artwork (TIFF and EPS) and fonts for the document.

InDesign Documents

InDesign documents should also be submitted on disk with all supporting, high-resolution artwork and fonts.

Color Ads

To ensure proper reproduction, we ask that you please supply an industry-standard press proof for all color advertisements.

Please direct all ad materials or technical questions to:

**Laurie Wooden
Career Recruitment Media
211 W. Wacker Drive, Suite 900
Chicago, IL 60606
(312) 525-3107 phone (312) 429-3329 fax
lwooden@alloyeducation.com**