

The Canadian Book of Charities

THE GUIDE TO INTELLIGENT GIVING



Over the past 37 years *The Canadian Book of Charities* has had one mandate — to link those willing to give to those in need.

Our publication is the premier resource for use by the legal and financial professionals involved in estate planning.

The Canadian Book of Charities connects donors with charities across Canada through the publication of an annual guide and interactive website.

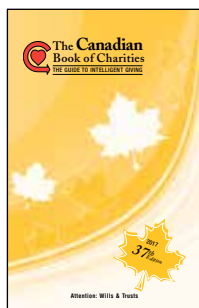
This a cost effective way of reaching the right people with your story and it can and will make a difference in achieving your fundraising goals.

GUIDE CIRCULATION: 19,590 PERSONALLY ADDRESSED COPIES

It is a primary reference tool for legal and financial professionals involved in estate and tax planning.

A free copy of the *Canadian Book of Charities* guide is sent to the following professionals across Canada:

- 12,307 to lawyers who deal with Wills, Taxation, Estate and Trust, General Practice and Solo
- 1,586 to Notaries in Quebec
- 1,983 to Funeral Home Directors
- 2,691 to Investment Advisors across Canada
- 503 to Top Corporations
- 520 are dispersed in individual sales, libraries and other charitable sector professionals



WEBSITE

- Facebook and Twitter links can now be added to online ad or classified listing web pages.
- Our website offers donors easy access to information about your charity and provides a convenient Donate link from our website to your organization's donation page.
- Our site ranks first or second in search engine results based on the key words "Canadian" + "Charities." Your advertisement or listing will reach thousands of potential new donors daily!

DID YOU KNOW THAT...

- Bequests and other testamentary gifts in planned giving is the third most successful means of charitable fundraising in Canada, second only to direct mail campaigns and special events.
- In the planned giving area bequests represent 80% to 90% of raised funds.
- 92% of bequests were a surprise to the charities.

WHY ADVERTISE WITH US?

- Comprehensive reference tool for donors
- Effective means of providing information about your charity
- Prominent **Donate** link
- Broad reach of exposure at a reasonable cost

VISIT WWW.CANADIAN-CHARITIES.COM



PHONE: 416-233-5490 ■ FAX: 416-239-2757

WWW.CANADIAN-CHARITIES.COM ■ INFO@CANADIAN-CHARITIES.COM



2017 ADVERTISING RATE CARD

DISPLAY ADS

EARLY BOOKING DISCOUNT RATE PRIOR TO JAN 27th

SINGLE FULL PAGE ADS

<input type="checkbox"/> Black only	\$1,265
<input type="checkbox"/> Full Colour	\$1,565

DOUBLE FULL PAGE ADS

<input type="checkbox"/> Black only	\$1,665
<input type="checkbox"/> Full Colour	\$1,965

REGULAR RATE — DEADLINE APRIL 7, 2017

SINGLE FULL PAGE ADS

<input type="checkbox"/> Black only	\$1,365
<input type="checkbox"/> Full colour	\$1,665

DOUBLE FULL PAGE ADS

<input type="checkbox"/> Black only	\$1,690
<input type="checkbox"/> Full Colour	\$1,990

ALL FULL PAGE ADS INCLUDE

A FREE basic listing in the classified section. A basic listing includes:

- charity name
- address
- telephone & fax numbers
- business registration number
- e-mail & website address
- Facebook and Twitter URLs

ADDITIONAL SECOND AD — FRENCH (DISPLAY ONLY)

- 50% discount on space only

ONLINE AD LINK

How would you like to have your online ad linked on our website?

Please link my online Ad to my charities website donations page at:

MATERIAL DEADLINE APRIL 7, 2017

SPECIAL POSITIONS

Inside covers 30% extra
 Outside back cover 50% extra
 Other special position. 25% extra on space

MECHANICAL REQUIREMENTS

Live Ad Space: 4.5" x 7.5"
 Trim Size: 5.375" x 8.25"
 Bleed Size: 5.5" x 8.5"

- Only properly sized, high-res, press-quality pdfs, tiffs and eps files are acceptable. Files can be e-mailed, FTP'd or mailed to our office on disc.
- NO Spot Colours please, all Pantone colours will be reproduced as 4-colour process.

CLASSIFIED LISTING

\$340

Includes:

- charity name
- address
- telephone & fax numbers
- business registration number
- e-mail & website address
- Facebook and Twitter URLs
- 65 words of editorial copy
- additional words will be charged at \$10 per 5 words

**LOGO INCLUDED ABOVE
CLASSIFIED LISTING**

\$40

NEW this year, the option to add your charities' logo above your classified text. Please supply high-res tiffs, press-quality pdfs, or EPS files. Logo files from websites are not useable. No Spot Colours please, all Pantone colours will be reproduced as 4-colour process.

Prices do not include HST. Please see back page for 2017 Advertising Subject Listings.

238 BERRY ROAD, ETOBICOKE ON M8Y 1X6

WWW.CANADIAN-CHARITIES.COM | PHONE: 416-233-5490 | FAX: 416-239-2757 | INFO@CANADIAN-CHARITIES.COM



Select the Subject Headings you would like to be listed under.

- I have a full page advertisement and have selected up to FIVE subject categories for my charity
- I have a classified advertisement and have selected ONE subject category for my charity
- I need to be represented under additional subject categories for \$10 per category

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Abused Women, Children & Men | <input type="checkbox"/> Diabetes | <input type="checkbox"/> Infant Mortality | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Addiction | <input type="checkbox"/> Disaster Relief | <input type="checkbox"/> Infectious Diseases | <input type="checkbox"/> Perinatal Care |
| <input type="checkbox"/> Advocacy | <input type="checkbox"/> Education – General | <input type="checkbox"/> Intellectually Challenged | <input type="checkbox"/> Physically Disabled |
| <input type="checkbox"/> Aged/Seniors | <input type="checkbox"/> Emergency Relief Funding | <input type="checkbox"/> International Aid & Development | <input type="checkbox"/> Rehabilitation |
| <input type="checkbox"/> Allergy & Asthma | <input type="checkbox"/> Environment | <input type="checkbox"/> Kidney | <input type="checkbox"/> Religious Literature |
| <input type="checkbox"/> Alzheimer's & Dementia | <input type="checkbox"/> Epilepsy | <input type="checkbox"/> Leprosy | <input type="checkbox"/> Religious Organizations |
| <input type="checkbox"/> Animals & Birds | <input type="checkbox"/> Ethics | <input type="checkbox"/> Literacy | <input type="checkbox"/> Research (Other) |
| <input type="checkbox"/> Arthritis | <input type="checkbox"/> Food Banks | <input type="checkbox"/> Liver | <input type="checkbox"/> Residential Homes & Camps |
| <input type="checkbox"/> Autism | <input type="checkbox"/> Gastrointestinal Disorders | <input type="checkbox"/> Lung | <input type="checkbox"/> Safety & Precaution |
| <input type="checkbox"/> Autoimmune Diseases | <input type="checkbox"/> Guide Dogs | <input type="checkbox"/> Medical Education & Research | <input type="checkbox"/> Science & Technology |
| <input type="checkbox"/> Bereaved | <input type="checkbox"/> Hearing Loss & Deaf | <input type="checkbox"/> Men's Health | <input type="checkbox"/> Scholarships |
| <input type="checkbox"/> Blind | <input type="checkbox"/> Heart | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Senior Centers/Housing |
| <input type="checkbox"/> Bone & Joint | <input type="checkbox"/> Hemophilia | <input type="checkbox"/> Missions – Foreign & Domestic | <input type="checkbox"/> Sheltered Workshops |
| <input type="checkbox"/> Brain | <input type="checkbox"/> Hepatitis | <input type="checkbox"/> Museums | <input type="checkbox"/> Social Services |
| <input type="checkbox"/> Burn Peer Support | <input type="checkbox"/> Heritage | <input type="checkbox"/> Music | <input type="checkbox"/> Speech Disorders |
| <input type="checkbox"/> Burns | <input type="checkbox"/> HIV and AIDS | <input type="checkbox"/> Naturopathic Medicine | <input type="checkbox"/> Spina bifida |
| <input type="checkbox"/> Cancer | <input type="checkbox"/> Home Care | <input type="checkbox"/> Neurology | <input type="checkbox"/> Spine & Spinal Cord |
| <input type="checkbox"/> Cerebral Palsy | <input type="checkbox"/> Homeless | <input type="checkbox"/> Neuromuscular | <input type="checkbox"/> Sports Medicine |
| <input type="checkbox"/> Child Safety & Education | <input type="checkbox"/> Hospice | <input type="checkbox"/> Nursing Home Care Long Term Care | <input type="checkbox"/> Sports & Recreation |
| <input type="checkbox"/> Children & Youth | <input type="checkbox"/> Hospitals – Community | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Stroke |
| <input type="checkbox"/> Chronic Care | <input type="checkbox"/> Hospitals – Pediatric | <input type="checkbox"/> Organ Transplants | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Chronic Diseases | <input type="checkbox"/> Hospitals – Teaching | <input type="checkbox"/> Osteoporosis | <input type="checkbox"/> Therapeutic programs |
| <input type="checkbox"/> Community Foundations | <input type="checkbox"/> Housing | <input type="checkbox"/> Palliative Care | <input type="checkbox"/> Universities & Colleges |
| <input type="checkbox"/> Community Health Services | <input type="checkbox"/> Human Rights | <input type="checkbox"/> Peace & Disarmament | <input type="checkbox"/> Veterans |
| <input type="checkbox"/> Conservation & Environment | <input type="checkbox"/> Hunger | | <input type="checkbox"/> Water |
| <input type="checkbox"/> Cultural | <input type="checkbox"/> Hydrocephalus | | <input type="checkbox"/> Wildlife |
| | <input type="checkbox"/> Indigenous Peoples | | <input type="checkbox"/> Women's Health |

Fill out the information below and email to info@canadian-charities.com or fax it to us: 416-239-2757

First Name	Last Name	
Charity Name	Web Site	
Address	Suite	
City	Province	Postal Code
Telephone	Fax	
E-mail	Twitter @	Facebook
Business #	Signature	Date