



The Canadian Book of Charities

THE GUIDE TO INTELLIGENT GIVING



238 Berry Road, Etobicoke ON M8Y 1X6 416-233-5490 Fax: 416-239-2757 info@canadian-charities.com canadian-charities.com

Over the past 40 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: 20,896 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:

- 12,438 to lawyers who deal with Wills, Taxation, Estate and Trust, General Practice and Solo
- 1,503 to Notaries in Quebec
- 2,200 to Funeral Home Directors
- 3,905 to Investment Advisors across Canada
- 478 to Top Corporations
- 372 are dispersed in individual sales, libraries and other charitable sector professionals

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

WEBSITE

- 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 highly on search engine results based on the key words "Canadian" + "Charities." Your advertisement or listing will reach thousands of potential new donors daily!
- Facebook and Twitter links can now be added to online ad or classified listing web pages.

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.



**PRIZE
DRAW**

To celebrate our 40th year, the *Canadian Book of Charities* will award 3 randomly picked winners from all submitted display ads or classified listing requests with one of the following prizes:

- First draw: one free full-page, full-colour advertisement valued at \$1,881.45
- Second draw: one classified listing valued at \$385
- Third draw: one classified listing valued at \$385



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2020 ADVERTISING RATES

238 Berry Road, Etobicoke ON M8Y 1X6 416-233-5490 Fax: 416-239-2757 info@canadian-charities.com canadian-charities.com

DISPLAY ADS

EARLY BOOKING DISCOUNT RATE PRIOR TO JAN 31ST

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	\$1,675
<input type="checkbox"/> Full Colour	\$1,965

REGULAR RATE — DEADLINE APRIL 10, 2020

SINGLE FULL PAGE ADS

<input type="checkbox"/> Black only	\$1,465
<input type="checkbox"/> Full colour	\$1,765

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:**

Prices do not include HST. Please see next page for 2020 Advertising Subject Listings.

MATERIAL DEADLINE APRIL 10, 2020

SPECIAL POSITIONS

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

MECHANICAL REQUIREMENTS

Live Ad Space: 4.375" x 7.375"

Trim Size: 5.25" 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 or e-transferred.
- NO Spot Colours please, all Pantone colours will be reproduced as 4-colour process.

CLASSIFIED LISTING

\$350

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 ABOVE CLASSIFIED LISTING

\$40

You now have 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.

Celebrating our 40th year!!!



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Please email the following information to info@canadian-charities.com as well as subject choice(s).

Charity Name	Web Site	
Address	Suite	Date
City	Province	Postal Code
E-mail	Telephone	Fax
Facebook	Twitter	
First Name	Last Name	
Signature	Charitable Reg. Number	

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