



The Canadian Book of Charities

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45 Years of Serving Canadian Charities

Over the past 45 years *The Canadian Book of Charities* has had one mandate — to link those willing to give to those in need.

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 fund-raising goals.

Guide Circulation:

21,849 Personally Addressed Copies

It is the premier resource 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:

- 13,190 to lawyers who deal with Wills, Taxation, Estate and Trust, General Practice and Solo
- 1,445 to Notaries in Quebec
- 2,186 to Funeral Homes across Canada
- 4,758 to Investment Advisors across Canada
- 270 to Top companies with 1,000+ employees across Canada

Why Advertise With Us?

- One-stop-shop reference tool for donors to find causes closest to their hearts.
- A place for your charity to tell your story and amplify your message.
- An extensive reach of exposure for a reasonable cost.
- Trusted name within the charitable sector.

Website

- Charity centric platform designed to optimize your organization's visibility and increase donation success.
- Enhances the donor experience through an engaging and easy to navigate database of charities, searchable by subject, alphabet and location.
- Simplifies the process of giving by driving traffic to your organization's donation page.
- Included in your subscription, your organization will be part of a rotation to be featured on our homepage.
- Our site ranks highly on search engine result based on the keywords "Canadian" + "Charities".

Did You Know?

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.

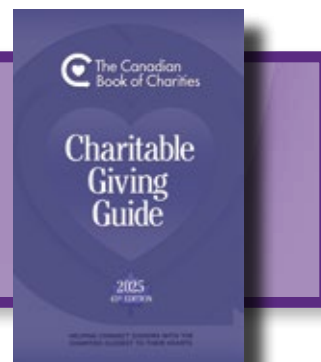


PRIZE DRAW

To celebrate our **45th 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 \$2,065**
- **Second draw: one classified listing valued at \$395**
- **Third draw: one classified listing valued at \$395**

The Canadian Book of Charities 2025 Advertising Rates



Display Ads

Early Booking Discount Book before Jan 31, 2025

SINGLE FULL PAGE ADS

- Black only \$1,765
- Full Colour \$2,065

DOUBLE FULL PAGE ADS

- Black only \$2,075
- Full Colour \$2,365

Regular Rate Deadline April 16, 2025

SINGLE FULL PAGE ADS

- Black only \$1,865
- Full Colour \$2,165

DOUBLE FULL PAGE ADS

- Black only \$2,090
- Full Colour \$2,390

All Full Page Ads Include:

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

Your Display Ad will be invoiced April 16, 2025, but you are welcome to request invoices prior to this date.

Material Deadline April 16, 2025

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 5.75" x 8.75"

- Only properly sized, high-res, press-quality PDFs, TIFs and EPS files are acceptable. Files can be emailed or etransferred
- NO Spot Colours please, all Pantone colours will be reproduced as 4-colour process

Classified Listings

Early Booking Discount **\$380**
Book before Jan 31, 2025

Regular Rate (After Jan 31) **\$395**

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)

Your Classified Ad will be invoiced upon your final approval of your ad.

Logo Above Classified Listing **\$45**

You have the option to add your charities' logo above your classified text. Please supply high-res TIFs, 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



The Canadian Book of Charities Advertising Subject Listings

Charity Name _____ Web Site _____

Address _____ Suite _____ Date _____

City _____ Province _____ Postal Code _____

E-mail _____ Telephone _____ Fax _____

Facebook _____ X (formerly Twitter) _____

Name _____ Online Donation Link _____

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"/> 2SLGBTQI+ Health | <input type="checkbox"/> Conservation & Environment | <input type="checkbox"/> Housing | <input type="checkbox"/> Organ Transplants |
| <input type="checkbox"/> Abused Persons | <input type="checkbox"/> Cultural | <input type="checkbox"/> Human Rights | <input type="checkbox"/> Osteoporosis |
| <input type="checkbox"/> Addiction | <input type="checkbox"/> Dementia | <input type="checkbox"/> Hunger | <input type="checkbox"/> Palliative Care |
| <input type="checkbox"/> Adult Service Centre | <input type="checkbox"/> Diabetes | <input type="checkbox"/> Hydrocephalus | <input type="checkbox"/> Peace & Disarmament |
| <input type="checkbox"/> Advocacy | <input type="checkbox"/> Disaster Relief | <input type="checkbox"/> Indigenous Peoples | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Affordable Housing | <input type="checkbox"/> Education – General | <input type="checkbox"/> Indigenous Rights | <input type="checkbox"/> Physically Challenged |
| <input type="checkbox"/> Aged/Seniors | <input type="checkbox"/> Education – Job Training | <input type="checkbox"/> Infant Mortality | <input type="checkbox"/> Rehabilitation |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Emergency Relief Funding | <input type="checkbox"/> Infectious Diseases | <input type="checkbox"/> Religious Literature |
| <input type="checkbox"/> Allergy & Asthma | <input type="checkbox"/> Environment | <input type="checkbox"/> Intellectually Challenged | <input type="checkbox"/> Religious Organizations |
| <input type="checkbox"/> Alzheimer’s & Dementia | <input type="checkbox"/> Epilepsy | <input type="checkbox"/> International Aid & Development | <input type="checkbox"/> Research (Other) |
| <input type="checkbox"/> Animals & Birds | <input type="checkbox"/> Ethics | <input type="checkbox"/> Kidney | <input type="checkbox"/> Residential Homes & Camps |
| <input type="checkbox"/> Arts | <input type="checkbox"/> Food Banks | <input type="checkbox"/> Legal Research | <input type="checkbox"/> Restorative Justice |
| <input type="checkbox"/> Arthritis | <input type="checkbox"/> Food Insecurities | <input type="checkbox"/> Leprosy | <input type="checkbox"/> Safety & Precaution |
| <input type="checkbox"/> Assisted Living | <input type="checkbox"/> Food Justice | <input type="checkbox"/> Literacy | <input type="checkbox"/> Science & Technology |
| <input type="checkbox"/> Autism | <input type="checkbox"/> Gastrointestinal Disorders | <input type="checkbox"/> Liver | <input type="checkbox"/> Scholarships |
| <input type="checkbox"/> Autoimmune Diseases | <input type="checkbox"/> Gender Equality | <input type="checkbox"/> Lung | <input type="checkbox"/> Senior Centres / Housing |
| <input type="checkbox"/> Blind | <input type="checkbox"/> Guide Dogs | <input type="checkbox"/> Medical Education & Research | <input type="checkbox"/> Social Justice |
| <input type="checkbox"/> Bone & Joint | <input type="checkbox"/> Healthcare | <input type="checkbox"/> Men’s Health | <input type="checkbox"/> Social Services |
| <input type="checkbox"/> Brain | <input type="checkbox"/> Hearing Loss & Deaf | <input type="checkbox"/> Mental Health | <input type="checkbox"/> Spina Bifida |
| <input type="checkbox"/> Burn Peer Support | <input type="checkbox"/> Heart | <input type="checkbox"/> Missions – Foreign & Domestic | <input type="checkbox"/> Spine & Spinal Cord |
| <input type="checkbox"/> Burns | <input type="checkbox"/> Hemophilia | <input type="checkbox"/> Museums | <input type="checkbox"/> Sports Medicine |
| <input type="checkbox"/> Cancer | <input type="checkbox"/> Hepatitis | <input type="checkbox"/> Music | <input type="checkbox"/> Sports & Recreation |
| <input type="checkbox"/> Cerebral Palsy | <input type="checkbox"/> Heritage | <input type="checkbox"/> Naturopathic Medicine | <input type="checkbox"/> Stroke |
| <input type="checkbox"/> Child Safety & Education | <input type="checkbox"/> HIV & AIDs | <input type="checkbox"/> Neurology | <input type="checkbox"/> Support Services |
| <input type="checkbox"/> Children & Youth | <input type="checkbox"/> Home Care | <input type="checkbox"/> Neuromuscular | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Chronic Care | <input type="checkbox"/> Homeless | <input type="checkbox"/> Nursing Home Care / Long Term Care | <input type="checkbox"/> Therapeutic Programs |
| <input type="checkbox"/> Chronic Diseases | <input type="checkbox"/> Hospice | <input type="checkbox"/> Nutrition | <input type="checkbox"/> Universities & Colleges |
| <input type="checkbox"/> Civil Liberties | <input type="checkbox"/> Hospitals – Community | | <input type="checkbox"/> Veterans |
| <input type="checkbox"/> Climate Change | <input type="checkbox"/> Hospitals – Pediatric | | <input type="checkbox"/> Water |
| <input type="checkbox"/> Community Foundations | <input type="checkbox"/> Hospitals – Teaching | | <input type="checkbox"/> Wildlife |
| <input type="checkbox"/> Community Health Services | | | <input type="checkbox"/> Women’s Health |