

The Canadian Book of Charities

Reach the Professionals Who Help Canadians Leave Gifts to Charity

Your charity, on the desks of 20,691 estate lawyers, notaries, funeral homes, investment advisors and top companies across Canada, and online year-round at canadian-charities.com.

For 47 years, **The Canadian Book of Charities** has had one mandate: to link those willing to give with those in need. We connect donors with charities across Canada through our annual guide and searchable online directory.

Some of the most meaningful legacy gifts are decided in conversations where charities aren't even in the room. We help make sure your charity is part of those conversations.

Guide Circulation: 20,691 Personally Addressed Copies

A free copy of the *Charitable Giving Guide* is sent to the following professionals across Canada:

- **12,292** lawyers practising wills, estates and trusts, tax, and general and solo practice
- **4,863** financial and investment advisors
- **2,011** funeral homes
- **1,297** notaries in Quebec
- **228** top companies with 1,000+ employees

Why Charities Choose Us

- **The right audience.** We reach the advisors who help donors decide where their estate goes.
- **A year of exposure.** The *Guide* stays close at hand all year, and your online listing is there the moment a donor decides to give.
- **An affordable starting point.** Classified ads start at \$395 + HST.
- **A trusted name.** 47 years in the Canadian charitable sector.

Nearly 9 in 10 charities that advertise with us come back year after year.

What's Included

In print

- Your listing in the *Charitable Giving Guide*, easy to find under the subject categories you choose or by name

Online (included with every ad)

- A listing in our searchable directory, findable by cause, name and location
- A direct link to your online donation page
- A place in our homepage feature rotation
- Want an image on your listing? Full-page and double-page ads also appear as an image on your online listing.

Questions Boards Ask

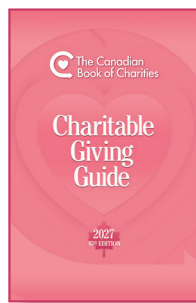
- **Can we afford it?** Listings start at \$395 + HST for a full year in print and online. That's under 2¢ per reader.
- **Why print in 2027?** Online ads get scrolled past in seconds. A printed guide stays on the desk, ready when a client asks. Every print listing also appears online, so you have both.

**LEGACY GIVING
HAS DOUBLED**
1 in 10 Canadians now
have a gift to charity
included in their will,
up from 1 in 20 in 2019.

Source: CAGP Foundation,
Legacy Giving in Canada,
2025 Report
(March 2026).

The Legacy Giving Opportunity

- **The trend.** According to *The Globe and Mail*, more than \$1 trillion is expected to pass between generations in Canada by the end of this decade. Every one of those estate plans is a chance to include a charity.
- **Where our readers come in.** The lawyers, notaries and advisors who receive this guide are the people who help turn intention into a written gift.



The Canadian Book of Charities 2027 Advertising Rates

Early booking: by January 31, 2027

Booking and materials deadline: April 16, 2027

All prices are in Canadian dollars and do not include HST

Choose Your Package	Classified Listing	Single Full-Page Ad	Double Full-Page Ad
Best for	Smaller charities	Charities ready to tell their story	Maximum visibility, for \$310 more than a single page
Early-booking price	from \$395	from \$1,865	from \$2,175
Online listing	Included	Included	Included
Image on your online listing	Logo only (if added)	Your full-page ad	Your double-page ad
A copy of the <i>Giving Guide</i>	Included	Included	Included
Promotional toolkit	Included	Included	Included

Display Ads

Ad size	Colour	Early booking (by January 31, 2027)	Regular (by April 16, 2027)	You save
Single full page	Black only	\$1,865	\$1,965	\$100
Single full page	Full colour	\$2,165	\$2,265	\$100
Double full page	Black only	\$2,175	\$2,275	\$100
Double full page	Full colour	\$2,475	\$2,575	\$100

All full-page ads include a FREE basic listing

- Charity name and address
- Phone and fax numbers
- Charitable registration number
- Email and website address
- 5 subject categories
- 3 social media URLs

Add a French version (display ads only):

50% off the space rate for a second, French-language ad.

Special positions (added to your ad rate):

inside covers +30%
outside back cover +50%
other special positions +25%

Classified Ads

	Early booking (by January 31, 2027)	Regular rate (by April 16, 2027)
Price	\$395	\$410

Your classified ad includes:

- 65 words describing your work
- Charity name and address
- Phone and fax numbers
- Charitable registration number
- Email and website address
- 1 subject category
- 3 social media URLs

Need your listing in French? French

classified listings are the same price as English ones. A listing in both languages counts as two listings (\$790 early / \$820 regular).

Extras

- Additional subject categories: \$10 each
- Additional social media URLs: \$10 each
- Classified only: additional words, \$10 per 5 words

Mechanical Requirements

Book trim size: 5.25" × 8.25"

Display ad with bleed: 5.75" × 8.75"

Display ad without bleed: 4.375" × 7.375"

- Please send properly sized, high-resolution, press-quality PDF, TIF or EPS files by email or WeTransfer.
- No spot colours, please. All Pantone colours will be reproduced as 4-colour process.

- Logo files (logos can be added to either ad type for \$45):
 - **For print:** high-resolution TIF, EPS or press-quality PDF. Logos saved from websites can't be used.
 - **For our website:** PNG with a transparent background, 600 × 260 px, under 500 KB. Square or moderately wide logos work best (no wider than about 3.5 to 1).



Charity Name _____ Website _____

Charitable Reg. Number _____ Online Donation Link _____

Address _____ Suite _____

City _____ Province _____ Postal Code _____

Email _____ Telephone _____ Fax _____

Social Media URLs _____

Contact Name _____

Classified listing:

- Classified listing:
\$395 (by January 31, 2027)
\$410 (after)
- EN only
- FR only
- Both EN & FR (each language is billed as a separate listing)

Add-ons:

- Add logo above listing: \$45
- Extra editorial copy
(classified only): _____ extra words
(+\$10 per 5 extra words)
- Extra social media URLs:
_____ (+\$10 per link)

Display ad:

- Single full page
- Double full page
- Black only
- Full colour
- Special position (available on a first-come, first-served basis):
 - Inside cover (+30%)
 - Outside back cover (+50%)
 - Other (+25%)
- French version of my display ad (50% off space)

Choose Your Subject Categories

- I have a full-page ad and have selected up to FIVE subject categories
- I have a classified listing and have selected ONE subject category
- I'd like to be listed under additional subject categories at \$10 each

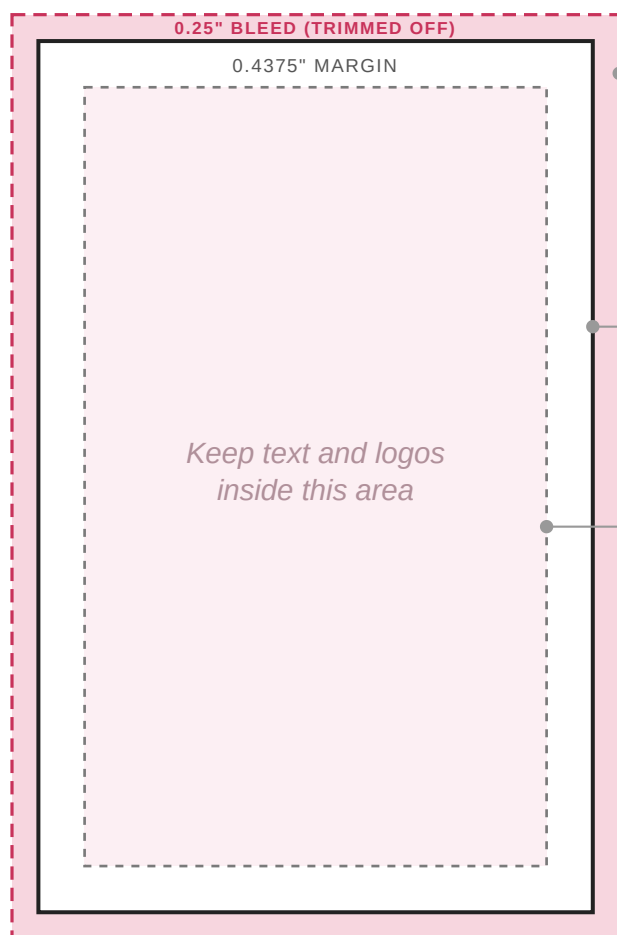
- | | | | |
|-----------------------------|------------------------------|---------------------------------------|-----------------------------|
| ■ 2SLGBTQI+ Health | ■ Conservation & Environment | ■ Housing | ■ Peace & Disarmament |
| ■ Abuse & Violence | ■ Cultural | ■ Human Rights | ■ Performing Arts |
| ■ Addiction & Substance Use | ■ Deaf & Hard of Hearing | ■ Hunger | ■ Physical Disabilities |
| ■ Adoptions | ■ Dementia | ■ Hydrocephalus | ■ Rehabilitation |
| ■ Adult Service Centre | ■ Diabetes | ■ Indigenous Peoples | ■ Religious Literature |
| ■ Advocacy | ■ Disaster Relief | ■ Indigenous Rights | ■ Religious Organizations |
| ■ Affordable Housing | ■ Education — General | ■ Infant Mortality | ■ Research (Other) |
| ■ Agriculture | ■ Education — Job Training | ■ Infectious Diseases | ■ Residential Homes & Camps |
| ■ Allergy & Asthma | ■ Emergency Relief Funding | ■ Intellectual Disabilities | ■ Restorative Justice |
| ■ Alzheimer's & Dementia | ■ Environment | ■ International Aid & Development | ■ Safety & Precaution |
| ■ Animals & Birds | ■ Environmental Justice | ■ Kidney | ■ Scholarships |
| ■ Arthritis | ■ Epilepsy | ■ Legal Research | ■ Science & Technology |
| ■ Arts | ■ Ethics | ■ Leprosy | ■ Senior Centres / Housing |
| ■ Assisted Living | ■ Food Banks | ■ Literacy | ■ Seniors |
| ■ Autism | ■ Food Insecurity | ■ Liver | ■ Social Justice |
| ■ Autoimmune Diseases | ■ Food Justice | ■ Long-Term Care & Nursing Homes | ■ Social Services |
| ■ Blind & Low Vision | ■ Foster Care | ■ Lung | ■ Spina Bifida |
| ■ Bone & Joint | ■ Gastrointestinal Disorders | ■ Medical Education & Research | ■ Spine & Spinal Cord |
| ■ Brain | ■ Gender Equality | ■ Men's Health | ■ Sports Medicine |
| ■ Burn Peer Support | ■ Guide Dogs | ■ Mental Health | ■ Sports & Recreation |
| ■ Burns | ■ Healthcare | ■ Missions — International & Domestic | ■ Stroke |
| ■ Cancer | ■ Heart | ■ Museums | ■ Support Services |
| ■ Cerebral Palsy | ■ Hemophilia | ■ Music | ■ Sustainability |
| ■ Child Safety & Education | ■ Hepatitis | ■ Naturopathic Medicine | ■ Therapeutic Programs |
| ■ Children & Youth | ■ Heritage | ■ Neurology | ■ Universities & Colleges |
| ■ Chronic Care | ■ HIV & AIDS | ■ Neuromuscular | ■ Veterans |
| ■ Chronic Diseases | ■ Home Care | ■ Nutrition | ■ Vulnerable Children |
| ■ Civil Liberties | ■ Homelessness | ■ Organ Transplants | ■ Water |
| ■ Climate Change | ■ Hospice | ■ Osteoporosis | ■ Wildlife |
| ■ Community Foundations | ■ Hospitals — Community | ■ Palliative Care | ■ Women's Charities |
| ■ Community Health Services | ■ Hospitals — Pediatric | | ■ Women's Health |
| | ■ Hospitals — Teaching | | |

Signature _____ Date _____

Email this form to info@canadian-charities.com by Friday, April 16, 2027 (or by January 31, 2027 to save). We'll confirm your booking and will send a proof for your approval. Invoices are issued upon approval of ads. Payment accepted by cheque, EFT or e-Transfer. Prices do not include HST.

Mechanical Requirements

Display ad sizes



☒ Display ad with bleed

5.75" × 8.75"

For ads with colour or images that run to the edge of the page. Extends 0.25" past the trim on every side.

☐ Book trim size

5.25" × 8.25"

The finished page size after the book is trimmed.

☐ Display ad without bleed

4.375" × 7.375"

For ads with a white border. This is also the safe area: keep text and logos inside it, even on bleed ads.

Ad files

- Send properly sized, high-resolution, press-quality PDF, TIF or EPS files by email or WeTransfer.
- No spot colours, please. All Pantone colours will be reproduced as 4-colour process.

Logos

For print



High-resolution TIF, EPS or press-quality PDF.

✗ Logos saved from websites can't be used.

Logo shape

Square or moderately wide logos work best (no wider than about 3.5 to 1).



✓ Square

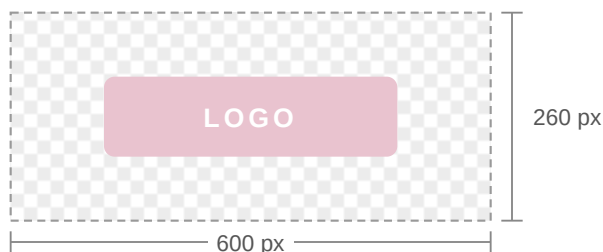


✓ Moderately wide



✗ Wider than 3.5 to 1

For our website



PNG with a transparent background, 600 × 260 px, under 500 KB.