



The Canadian Book of Charities

238 Berry Road,
Etobicoke ON M8Y 1X6
(416) 233-5490
info@canadian-charities.com
canadian-charities.com

42 Years of Serving Canadian Charities

Over the past 42 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 fund-raising goals.

Guide Circulation: 20,788 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:

- 12,268 to lawyers who deal with Wills, Taxation, Estate and Trust, General Practice and Solo
- 1,382 to Notaries in Quebec
- 2,156 to Funeral Home Directors
- 4,294 to Investment Advisors across Canada
- 688 to Top Corporations

Why Advertise With Us?

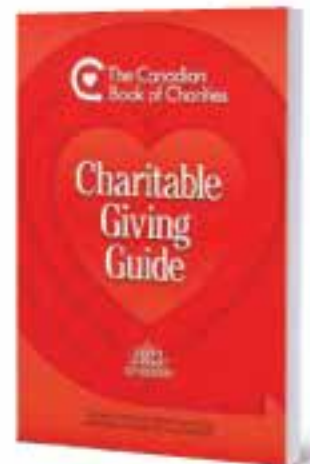
- Our site is designed to guide donors to you
- Prominent Donate link
- Comprehensive reference tool for donors
- Effective means of providing information about your charity
- Broad reach of exposure at a reasonable cost

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 be added to online ad or classified listing web pages

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.



Stay tuned for our brand new website

Coming in early 2022, we will be launching our brand new and improved website designed to help bring more donors with improved functionality and secure donation platform.

canadian-charities.com

The Canadian Book of Charities 2022 Advertising Rates



Display Ads

Early Booking Discount Book before Jan 31st, 2022

SINGLE FULL PAGE ADS

- Black only \$1,365
- Full Colour \$1,665

DOUBLE FULL PAGE ADS

- Black only \$1,675
- Full Colour \$1,965

Regular Rate Deadline April 9, 2022

SINGLE FULL PAGE ADS

- Black only \$1,465
- Full colour \$1,765

DOUBLE FULL PAGE ADS

- Black only \$1,690
- Full Colour \$1,990

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

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:



SPECIAL POSITIONS

- Inside covers30% extra
- Outside back cover50% extra
- Other special position25% extra on space

MECHANICAL REQUIREMENTS

- Live Ad Space.....4.375" x 7.375"
- Trim Size5.25" x 8.25"
- Bleed Size5.75" 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

Material Deadline April 8, 2022

Classified Listings

Early Booking Discount **\$350**
Book before Feb 11th, 2022

Regular Rate (After Feb 11th) **\$365**

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