

THE CANADIAN DONOR'S GUIDE to fundraising organizations in Canada 2017-18 ADVERTISING RESERVATION FORM

32nd
ANNUAL EDITION



TO: THIRD SECTOR PUBLISHING
1192 Birchcliffe Crescent, Severn, ON L3V 0W1
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Please reserve the following space for our advertisement:

BLACK AND WHITE ADS	WIDTH x HEIGHT	COST*
<input type="checkbox"/> FULL PAGE	7" x 9 3/4"	\$2,505
<input type="checkbox"/> 2/3 PAGE (VERTICAL)	4 5/8" x 9 3/4"	\$1,999
<input type="checkbox"/> 2/3 PAGE (HORIZONTAL)	7" x 6 1/2"	\$1,999
<input type="checkbox"/> 1/2 PAGE (VERTICAL)	4 5/8" x 7 1/4"	\$1,663
<input type="checkbox"/> 1/2 PAGE (HORIZONTAL)	7" x 4 3/4"	\$1,663
<input type="checkbox"/> 1/3 PAGE (SQUARE)	4 5/8" x 4 5/8"	\$1,351
<input type="checkbox"/> 1/3 PAGE (VERTICAL)	2 1/4" x 9 3/4"	\$1,351
<input type="checkbox"/> 1/3 PAGE (HORIZONTAL)	7" x 3 1/4"	\$1,351
<input type="checkbox"/> 1/6 PAGE (VERTICAL)	2 1/4" x 4 7/8"	\$815
<input type="checkbox"/> 1/6 PAGE (HORIZONTAL)	4 5/8" x 2 3/16"	\$815
<input type="checkbox"/> Professional Advisors and Services Business Card	3 1/2" x 2"	\$325
<input type="checkbox"/> SPECIAL RATE for TWO-LANGUAGE ADVERTISERS For French and English ads of equal size, the second ad is half price		

COLOUR

- Display AD one colour (other than black) \$325
- Display AD 4-colour process \$625
- Yellow highlighting added to listing \$175

I understand that our advertisement will run on the same or facing page as our descriptive listing with a bold face heading and this extended information will be provided to advertisers at no extra cost (i.e., no \$289 charge). Our organization will also be listed in bold face in the Indexes (Activity Index, Geographic Index, Website Index). Website and email addresses will be live on the Canadian Donor's Guide Digital Edition.

Billing date, unless otherwise requested, is after publication in May, 2017

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____ WEBSITE: _____

AUTHORIZED BY: _____ FOR FURTHER DIRECTIONS CONTACT: _____

NAME: _____ NAME: _____

TITLE: _____ TITLE: _____

ADVERTISING SPECIFICATIONS

Bleed ads (not less than 1/2 page) no additional charge
Trim size – 8 1/8" x 10 1/2" printed offset, perfect bound
Image page size – 7" x 9 3/4"
Bleed ads – 8 3/8" x 10 3/4" (minimum bleed allowance: 1/4")

SUPPLY ADS AS FOLLOWS:

- Preferred file format is high resolution (print-ready) PDF
- Photos and halftones must be minimum 300 dpi
- All 4-colour process ads must be defined in CMYK colours
- Ensure all black type is 100% black (not CMYK)
- Make sure there is no colour in your ad if it is running BLACK & WHITE (change all colour modes to grayscale)

For further specific requirements or questions, please contact us.

WE CAN HELP

If you do not have a suitable advertisement ready-made for the Guide, we can produce an ad for you. There is a small charge for this production service.

**For your convenience –
You may prefer to submit your information
on-line. Visit www.donorsguide.ca
and click on "Members' Site."**

DEADLINE FOR ADVERTISING MATERIAL: MARCH 15, 2017

Please see reverse for testimonials that advertising in the Canadian Donor's Guide really works!

TESTIMONIALS

"The Canadian Donor's Guide is THE directory of charities for lawyers to refer their clients to. To us it is the ideal way to get clear, accurate, reliable information in the hands of potential donors at the critical point where they are making a decision about their Estate plans. Our annual advertisement in the CDG is an essential element of our marketing plan."

JILL NELSON, CFRE Senior Director, Estate Giving,
The Princess Margaret Cancer Foundation

"Through a law firm, The Canadian Merit Scholarship Foundation was thrilled to receive an unsolicited donation of a half a million dollars as a direct result of our descriptive listing in the Canadian Donor's Guide."

JESSE HELMER Former Manager, External Relations
The Canadian Merit Scholarship Foundation

"The Canadian Donor's Guide is an essential first-line resource for lawyers and donors. It's a key advertising outlet for any charity that is serious about planned giving."

MALCOLM BURROWS Head, Philanthropic Advisory Services,
Scotia Private Client Group, Executive Office

"Location, location, location. The essential location for nonprofits is the Canadian Donor's Guide. Making a modest investment in an ad is the first thing we recommend to our mentorees, knowing there will be positive return. I've been using the Guide for 23 years and can't speak highly enough of the value and importance of having a presence in Canadian Donor's Guide."

NATASHA VAN BENTUM, CFRE Director,
G2 - Give Green Canada / Patrimoine vert (formerly Green Legacies)

"The Canadian Donor's Guide is the first reference book that I refer to when a client wants to make a charitable bequest in a Will. It is extremely helpful in confirming the correct legal name of a charity. I have even given the book to clients to review when they are considering making a charitable bequest but they do not know which specific charity they want to name in their Will. The Guide continues to be a very useful resource in my practice."

KARY B. HARGREAVES
Felesky Finn LLP, Edmonton, AB

"This book alone is worth the price of my Bar Association fee."

HEATHER ANN DIXON
Pullan Kammerloch Frohlinger (PKF), Winnipeg, MB

"As both a practicing lawyer and a community volunteer, I have found The Canadian Donor's Guide to be the go to publication in the Canadian Philanthropic Industry. It is an invaluable tool in searching out potential donation sources as well as charitable gift opportunities. In addition, readers will find it the seminal guide for anyone wanting to have a career in the Canadian Philanthropic Industry."

SAMUEL SCHWARTZ Senior Partner
DLA Piper, Toronto, ON

"There is no substitute for paper - physically seeing the various charities to choose from helps to make the tough decision choices real. They are not competitors, they are simply donors' choices. Although various computer listings are now available (including the Canadian Donor's Guide web site), there is no substitute for the Canadian Donor's Guide in my gift planning consulting practice."

CHRISTOPHER JK RICHARDSON, FCA
Charitable Gift Planning Consultant and Philanthropy Consultant, Vancouver, BC

"We get feedback from lawyers and notaries on how useful is this donors guide and are certainly glad to hear from donor- advisors who use the Guide to get our correct legal name and charity registration number. We are glad to be listed and advertise in the Canadian Donor Guide. Every single Canadian charity should be listed here."

PETER CHIPMAN Former Director of Planned Giving/Major Gifts,
Variety - The Children's Charity

"As a new public foundation, we rely on the Canadian Donor's Guide to start our due diligence service for donors. It is the first place we turn to research qualified donees, understand their mandates and find the appropriate contact information. It is an invaluable research tool. The Canadian Donor's Guide is such a key research tool for us in our grant-making services for donors, that we need more than one copy in the office. It is always in use."

J. DENISE CASTONGUAY Executive Director
Canada Gives, Toronto, ON

"When clients have philanthropic wishes but lack focus with respect to the appropriate recipients, I find that the Guide is a useful tool for them to review the opportunities which are available and where to obtain further information."

MARGARET H. MASON
Bull, Housser & Tupper, Vancouver, BC

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