

THE CANADIAN DONOR'S GUIDE to fundraising organizations in Canada 2012-13 ADVERTISING RESERVATION FORM

27th
ANNUAL EDITION

TO: THIRD SECTOR PUBLISHING

1192 Birchcliffe Crescent, RR 4, Orillia, ON L3V 6H4

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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"	\$2,291
<input type="checkbox"/> 2/3 PAGE (VERTICAL)	4 5/8" x 9 3/4"	\$1,841
<input type="checkbox"/> 2/3 PAGE (HORIZONTAL)	7" x 6 1/2"	\$1,841
<input type="checkbox"/> 1/2 PAGE (VERTICAL)	4 5/8" x 7 1/4"	\$1,520
<input type="checkbox"/> 1/2 PAGE (HORIZONTAL)	7" x 4 3/4"	\$1,520
<input type="checkbox"/> 1/3 PAGE (SQUARE)	4 5/8" x 4 5/8"	\$1,237
<input type="checkbox"/> 1/3 PAGE (VERTICAL)	2 1/4" x 9 3/4"	\$1,237
<input type="checkbox"/> 1/3 PAGE (HORIZONTAL)	7" x 3 1/4"	\$1,237
<input type="checkbox"/> 1/6 PAGE (VERTICAL)	2 1/4" x 4 7/8"	\$749
<input type="checkbox"/> Professional advisors And Services Business Card	3 1/2" x 2"	\$299

SPECIAL RATE for TWO LANGUAGE ADVERTISERS
For French and English ads of equal size, the second ad is half price

COLOUR

<input type="checkbox"/> Display AD Spot colour (other than black)	\$300
<input type="checkbox"/> Display AD 4-colour process	\$600
<input type="checkbox"/> Yellow highlighting added to listing	\$150

* Prices do not include tax

I understand that our advertisement will run on the same or facing page as our descriptive information listing with a bold face heading and extended Descriptive Option listing provided to advertisers at no extra cost (i.e., no \$239 charge). Our organization will also be listed in bold face in the Indexes (Activity Index, Geographic Index). Space advertisers with a website will be linked with the Donor's Guide site at no charge and will be listed in bold type in a separate website index.

Billing date, unless otherwise requested, is after publication in May, 2012

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____ WEBSITE: _____

AUTHORIZED BY: _____ FOR FURTHER DIRECTIONS CONTACT: _____

NAME: _____ NAME: _____

TITLE: _____ TITLE: _____

DEADLINE FOR ADVERTISING MATERIAL: MARCH 1, 2012

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

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 custom spot colours must be specified by PMS #.
- 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."

WE GET TESTIMONIALS...

“ 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, MANAGER, EXTERNAL RELATIONS
CANADIAN MERIT SCHOLARSHIP FOUNDATION**

“ The Canadian Donors Guide is tremendously useful in providing the contact information I need. It sits open on my desk every day. ”

**SIMON BRAMSON
BER TOV CAPITAL CORPORATION**

“ The Canadian Donor's Guide is like the Yellow Pages: an essential first-line resource for lawyers and donors. It's an essential advertising outlet for any charity that is serious about planned giving. ”

**MALCOLM BURROWS
HEAD, PHILANTHROPIC ADVISORY SERVICES
SCOTIA PRIVATE CLIENT GROUP, EXECUTIVE OFFICE**

“ I once saw a will with over 100 bequests. I was struck after seeing so many bequests in a will that 90 per cent of the bequests were advertisers in the Canadian Donor's Guide. The other ten per cent were local charities in his own small community. ”

**NEIL HANNAM, EXECUTIVE DIRECTOR
CAMPBELLFORD MEMORIAL HOSPITAL FOUNDATION
CAMPBELLFORD, ONT**

“ I contacted the lawyer involved in an estate that had provided a bequest to us of over \$100,000. The lawyer said that when the donor was preparing her will she expressed a desire to leave bequests to charities but did not know which ones to designate. The lawyer gave her the Canadian Donor's Guide to look through without any coaching on his part. We were one of the beneficiaries she selected. ”

**KATHY MANNAS, (FORMER) DIRECTOR, GIFT PLANNING
THE BC LIONS SOCIETY FOR CHILDREN WITH DISABILITIES
VANCOUVER, BC**

“ Being a consultant and fundraiser for the past seven years, I have found the Canadian Donor's Guide to be a fabulous resource when partnering sponsors with Charity recipients. Often clients have a theme in mind and are interested to find a charity who would fit their profile and be the right choice for them in their hearts. The guide allows me to search geographically and learn what each charity is about. A wonderful resource. Thank you. ”

**DIANA L. ZOPPA, PRESIDENT
FUNRAISER EVENTS & MANAGEMENT, VANCOUVER, BC**

“ I use the Donor's Guide when I am preparing a will in which the testator leaves a charitable bequest. I have also lent my Donor's Guide to clients who are preparing wills so that they may canvass the possibilities for charitable bequests. This has often expanded the possibilities for charitable gifting for clients. Thank you for publishing this Guide. I find it a great resource. ”

**DORIS C. BONORA
REYNOLDS, MIRTH, RICHARDS & FARMER, EDMONTON, ALTA**

“ 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
BROWNLEE FRYETT, EDMONTON, ALTA**

“ The Canadian Donor's Guide is an excellent source of information... It provides clients with up-to-date information when they consider which charities to support. ”

**ANDRÉ J. BARETTE
CHAIR, NATIONAL WILLS, ESTATES & TRUSTS SECTION
SUSAN M. MANWARING
CHAIR, CHARITIES AND NOT-FOR-PROFIT SECTION
DAVID A. PAUL, CHAIR, GENERAL PRACTICE, SOLO AND SMALL
FIRM CONFERENCE
CANADIAN BAR ASSOCIATION**

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

**HEATHER ANN DIXON
DIXON LAW OFFICE, WINNIPEG, MAN**

“ I find the description of charitable activities and purpose to be helpful in determining which of several charities the Will-maker might prefer to benefit. The Guide is extremely useful for keeping track of address and name changes for charities. ”

**LINDA FOWLER
FOWLER SLADE, LONDON, ONT**

“ I use the Guide frequently through the year and sometimes leave it with a client for several days to enable him or her to acquaint themselves with organizations to which they may wish to leave a bequest. On a number of occasions the use of the Guide has resulted in a donation. ”

**JACOB HILDEBRAND, QC
DANIEL AND PARTNERS, ST. CATHARINES, ONT**

“ 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**

“ 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**

“ I have found the Canadian Donor's Guide to be a very useful reference tool. Major gifts came from donors as far as the West Coast. Professional advisors need to know quickly who you are and how to reach you. On several occasions major gifts were received because professional advisors were able to communicate quickly with key individuals at the respective charitable organizations. ”

**GASTON E BOUCHARD LL.B.
DIRECTOR OF DONOR SERVICES AND GIFT PLANNING
FOUNDATION OF GREATER MONTREAL, MONTREAL, QC**

“ Our firm has for years relied upon the Canadian Donor's Guide to provide current, accurate contact information in relation to Canadian charities. It is an excellent, concise directory which enables us to assist our clients in planning their estates. It is our single most important charity identification resource. ”

**DREW S. GUNSOLUS
STAPLES SWAIN & GUNSOLUS, LINDSAY, ONT**

“ Your Guide proved helpful to me in an unexpected manner. I was contacted by someone who wanted to explore designating the United Church as the beneficiary of his estate through a substantial bequest. Our conversation revealed that the United Church would be unable to fulfill the plans that the donor had in mind. I was able to determine through the Donor's Guide that there were other Charities that would be a 'fit' and provided a copy of the Guide for the donor's use. ”

**ALBION WRIGHT, GIFT PLANNER
UNITED CHURCH OF CANADA
TORONTO, ONT**

“ 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, ONT**

“ We have found that estate professionals often reference the Donor's Guide. We are proud to be a continuing partner with you. ”

**TONY LEE, DIRECTOR, GIFT PLANNING
CANADIAN CANCER SOCIETY, ONTARIO DIVISION, TORONTO, ONT**