

Increase your bequest success

"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

Your prime market says...

Q HOW DO I ADVERTISE OR LIST IN THE CANADIAN DONOR'S GUIDE?

ANSWER: Sign up as a member by visiting www.donorsguide.ca and click on "Members' Site."

Q AS A FUNDRAISING ORGANIZATION, DO WE HAVE TO PAY TO BE IN THE GUIDE?

ANSWER: No, there is no charge for a Basic Listing.

CITY CENTRE HOSPITAL FOUNDATION
789 Main Street
Yourtown, B.C. A2B 3C4
(123) 456-7890 FAX (123) 456-4321
Registration #: 12345-6789-RR0001

EXAMPLE OF A FREE BASIC LISTING

Q HOW CAN WE INCLUDE MORE INFORMATION ABOUT OUR ORGANIZATION?

ANSWER: Fundraising organizations can say much more with a Descriptive Listing. The charge is \$239 (plus tax). In the online Guide, your listing will have a direct link to your website.

THE BENEFITS OF A DESCRIPTIVE LISTING:

Donors see your name first.

Your listing is comprehensive,* larger and bolder, and answers the questions of the donor, such as: Who are you? ... What do you do? ... Who are your contact persons? ... How can I reach you?

*including email/website addresses, toll-free numbers, statement of purpose, contact persons, board members, PLUS you receive a free copy of the 2011 Donor's Guide, all for just \$239.

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EXAMPLE OF A DESCRIPTIVE LISTING

Purpose: Help provide equipment for research department currently working on cardiac project. Layman's summary of research available on request.
Person in charge: John Black, Executive Director
For information: Joan White, Fund Raising Coordinator
Executive Officers of the Board:
President.....Helen Green
Vice President.....William Blue
Treasurer.....Mary Grey
Secretary.....Edward Brown
Annual Report Available
2012-13 Fundraising Goal: \$900,000

Q HOW CAN WE MAKE OUR LISTING MORE PROMINENT IN THE GUIDE?

ANSWER: You can request a yellow highlight of your listing so that it will "pop" on the page. The charge is \$150 plus tax per listing.

Q WHAT ARE THE BENEFITS OF DISPLAY ADVERTISING IN THE GUIDE?

- Your advertisement appearing adjacent to your listing adds information and visual impact to your cause.
- You automatically receive an expanded Descriptive Listing, with **bold face** heading, *without* the Descriptive Listing charge of \$239.
- Your name is in **bold face** type in the Activity, Geographic and Website Indexes.
- You bring donors directly into your website with a link from your online listing and display ad.

Q WHAT IS THE COST OF ADVERTISING IN THE CANADIAN DONOR'S GUIDE?

ANSWER: The advertising specifications and costs are:

BLACK & WHITE ADS	WIDTH x HEIGHT	COST*
• Full page (image area)	7" x 9 3/4"	\$2,291
• 2/3 page (vertical)	4 5/8" x 9 3/4"	\$1,841
• 2/3 page (horizontal)	7" x 6 1/2"	\$1,841
• 1/2 page (vertical)	4 5/8" x 7 1/4"	\$1,520
• 1/2 page (horizontal)	7" x 4 3/4"	\$1,520
• 1/3 page (square)	4 5/8" x 4 5/8"	\$1,237
• 1/3 page (vertical)	2 1/4" x 9 3/4"	\$1,237
• 1/3 page (horizontal)	7" x 3 1/4"	\$1,237
• 1/6 page (vertical)	2 1/4" x 4 7/8"	\$749
• Professional Advisors and Services Business Card	3 1/2" x 2"	\$299

COLOUR

- Yellow highlight added to listing \$150
- Display AD spot PMS colour (other than black) \$300
- Display AD 4-colour process \$600

BLEED ADS (not less than 1/2 page): no additional charge

TWO-LANGUAGE ADVERTISERS – SPECIAL SPACE RATE

For French and English ads of equal size, the second ad is half price.

*Please note: tax must be added to all advertising costs.

ADVERTISING SPECIFICATIONS

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 service.

Please note: Advertisers are not billed until May 2012, after publication. We will date our billing to accommodate your fiscal year.

Lawyers, foundations, trust officers, corporate executives say that they use the Donor's Guide as an information source when making donation decisions. It's Canada's only comprehensive reference book on fundraising organizations specifically designed to facilitate planned giving.

"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

"I once saw a will with over 100 bequests. I was struck after seeing so many bequests, that 90 per cent of them were advertisers in the Canadian Donor's Guide."

NEIL HANNAM, Executive Director
Campbellford Memorial Hospital Foundation, Campbellford, Ont.

"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."

KARY B. HARGREAVES, Brownlee Fryett, Edmonton

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

HEATHER ANN DIXON, Dixon Law Office, Winnipeg

DEADLINES for 2012-13 DONORS GUIDE

Basic Listings: December 31, 2011
Descriptive Listings: January 31, 2012
Display advertising: March 1, 2012

For further information, please contact:

THIRD SECTOR PUBLISHING

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info@donorsguide.ca
www.donorsguide.ca

2012-13 Canadian Donor's Guide

Get a TWO-FOR-ONE bonus

Reach your prime audience in print and online at no extra charge

Scotia Private Client Group

Sponsor of the Canadian Donor's Guide

"In our capacity as Executor/Trustee for thousands of estates and trusts across Canada, and as the leading provider of services to Private Foundations – our Trust Officers and our Will and Estate Planning Officers frequently need information on charities and the *Canadian Donor's Guide* has been of invaluable assistance to them for many years.

Our own extensive use of the Guide made our decision to become its sponsor a very easy one."



Gerald Owen
Managing Director and
Head of Estates and Trusts
Scotia Private Client Group

27th Annual Edition



Annual Directory to FUNDRAISING ORGANIZATIONS in Canada

www.donorsguide.ca

- The entire content of the 2012-13 Canadian Donor's Guide will be available online via a digital edition.
- This digital edition will be an exact replica of the print edition.
- E-mail and website links in descriptive listings and ads will be live in the Canadian Donor's Guide digital edition.
- The digital edition further increases distribution.

Q WHAT IS THE CANADIAN DONOR'S GUIDE?

ANSWER: The Canadian Donor's Guide is the annual reference book for donors and their advisors (27th edition, May 2012) containing data on charities collected by questionnaire, as well as pertinent editorial content. No other publication contains this breadth of information.

Convey your message to ...

- ✓ More than 17,000 key decision makers
- ✓ Professional advisors, corporations, donor foundations and their clients

...the key audiences that consult this annual directory year round and beyond.

Q WHO ARE THE DONORS AND ADVISORS WHO RECEIVE THE GUIDE?

ANSWER: The Canadian Donor's Guide is distributed, *personally addressed*, to 17,200 key people who make decisions on bequests and major donations:

- Every Canadian Bar Association member of the Wills, Estates & Trusts, the Taxation, the Charity & Not-for-Profit Law Sections and the General Practice, Solo and Small Firm Conference 8,000
- Community Investment Managers of major corporations 1,000
- Donor foundations 2,000
- Other allied professionals including members of the Canadian Association of Gift Planners (CAGP), members of the Society of Trust and Estate Planners (STEP), estate planning councils across Canada, and Scotia Trust officers 5,500
- Additionally, sales to libraries, financial firms and other interested parties 700

TOTAL COPIES 17,200

This is a carefully selected quality audience – those most likely to be interested in your planned giving message.