



PLEASE FILL IN YOUR LISTING INFORMATION BELOW OR ONLINE AT DONORSGUIDE.CA AND THEN CHOOSE YOUR LEVEL OF ADVERTISING

Organization Name: _____
 Legal Name: _____
 Street Address: _____
 City, Province, Postal Code: _____
 Activity Category Code Number For Indexing: *(see reverse of this form for code numbers)* _____
 Telephone: _____ Fax: _____
 Toll Free: _____ Email: _____
 Website: _____
 Facebook URL: _____ Twitter: _____
 Other Social Media 1: _____ 2: _____
 Other Social Media 3: _____ 4: _____
 B/N Registration Number: (check your number carefully, it's important)

| | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

Statement of Purpose (What you do, in 40 words maximum)

Person in Charge: Name _____
 Title: _____
 Member CAGP: YES NO Member AFP: YES NO

For more information contact: Name _____
 Title: _____
 Member CAGP: YES NO Member AFP: YES NO

Executive Officers of the Board

| | |
|--------------|-------------|
| Title: _____ | Name: _____ |
| Title: _____ | Name: _____ |
| Title: _____ | Name: _____ |
| Title: _____ | Name: _____ |

Annual Report Available: YES NO

Do you wish to publish your 2019 - 20 fundraising goal? YES NO

If yes, amount \$ _____

Accredited by Imagine Canada's Standards Program YES NO

- DESCRIPTIVE LISTING** \$299
- DISPLAY ADVERTISEMENTS**

| | | ✓ | BLACK & WHITE | ✓ | ONE COLOUR | ✓ | FULL COLOUR |
|---|------------------|---|---------------|---|------------|---|-------------|
| Full page | 7" x 9 3/4" | | \$2,599 | | \$2,949 | | \$3,249 |
| 2/3 page (horizontal) | 7" x 6 1/2" | | \$2,075 | | \$2,425 | | \$2,725 |
| 2/3 page (vertical) | 4 5/8" x 9 3/4" | | \$2,075 | | \$2,425 | | \$2,725 |
| 1/2 page (horizontal) | 7" x 4 3/4" | | \$1,730 | | \$2,080 | | \$2,380 |
| 1/2 page (vertical) | 4 5/8" x 7 1/4" | | \$1,730 | | \$2,080 | | \$2,380 |
| 1/3 page (square) | 4 5/8" x 4 5/8" | | \$1,404 | | \$1,754 | | \$2,054 |
| 1/3 page (horizontal) | 7" x 3 1/4" | | \$1,404 | | \$1,754 | | \$2,054 |
| 1/3 page (vertical) | 2 1/4" x 9 3/4" | | \$1,404 | | \$1,754 | | \$2,054 |
| 1/6 page (vertical) | 2 1/4" x 4 7/8" | | \$845 | | \$1,195 | | \$1,495 |
| 1/6 page (horizontal) | 4 5/8" x 2 3/16" | | \$845 | | \$1,195 | | \$1,495 |
| Professional Advisors Page - Business Card Ad | 3 1/2" x 2" | | \$325 | | \$675 | | \$975 |

Two Language Advertisers - SPECIAL RATE: For listings and ads of equal size, the second listing or ad is half price

Add yellow highlighting to any listing for an additional \$175 plus tax

Premium placement advertisement - please enquire for details and pricing

Display advertisements include an enhanced Descriptive Listing with extra bolding. Display advertisements will be placed on the same or facing page as the enhanced listing in the alphabetical section of the Guide. Display advertiser names will be bolded in indexes.

Please Note: Prices do not include tax

- BASIC LISTING** No charge for registered Canadian charities
- Basic listings include organization name, address, phone and fax numbers and charitable registration number only*

**DEADLINE FOR RESERVATION
MARCH 1, 2019**

LISTING INFORMATION AND ADVERTISING
MUST BE SUBMITTED BY MARCH 15, 2019

CHANGES MADE AFTER APRIL 15, 2019
MAY INCUR EXTRA COSTS

AUTHORIZED BY:

NAME

TITLE

SIGNATURE

“Location, location, location. The essential location for charities 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.”

Natasha van Bentum, CFRE Legacy & Outreach Advisor & Director, Give Green Canada (G2)

ACTIVITY CATEGORIES AND CODES

| CATEGORIES | CODES | CATEGORIES | CODES | CATEGORIES | CODES |
|--|-------|---|-------|---|-------|
| ART AND CULTURE | | ENVIRONMENT | | SOCIAL WELL-BEING | |
| Conservation of culture organizations (eg. museums, historic sites and preservation) | 15 | Environmental research, education and protection groups and related foundations; nature conservation and preservation organizations | 100 | General social welfare services, facilities and supporting foundations (preventative, emergency and on-going) | 72 |
| Ethnic, folk and international cultural groups and related organizations | 14 | HEALTH | | Services, facilities and organizations for animal welfare | 75 |
| Libraries and related groups | 16 | Health and medical research organizations and supporting foundations; health and medical associations | 31 | Services, facilities, and organizations for children and youth (emergency and on-going services and facilities; advocacy and related activities) | 74 |
| Performing arts and theatres, fine arts, crafts and galleries; other related cultural organizations | 11 | Healthcare facilities, services and foundations (preventive, emergency, general and specialized) | 35 | Services, facilities and organizations for people with mental and/or physical disabilities (emergency and on-going services and facilities; advocacy and public education activities) | 73 |
| COMMUNITY FOUNDATIONS | | Specific health focused organizations (including mental health); does not include facilities or services, per se | 36 | Services, facilities and organizations for Indigenous groups (emergency and on-going services and facilities; advocacy and related activities) | 77 |
| Community-based organizations combining resources to support a broad spectrum of local charities | 90 | INTERNATIONAL ACTIVITY | | Services and organizations for other specific social issues (eg. human rights, family planning, criminal reform, etc) | 78 |
| EDUCATION | | Emergency and on-going international aid and support organizations (excluding missionary organizations) | 43 | Services, facilities and organizations for seniors | 79 |
| Adult and/or career education groups and organizations | 23 | RELIGIOUS ACTIVITY | | Services, facilities, and organizations for women (emergency and on-going services and facilities; advocacy and related activities) | 76 |
| Education research groups, including all organizations related to learning disabilities; education-related organizations and associations; all other groups whose prime function is education and who are not included elsewhere | 29 | Missionary/propagation of faith organizations operating abroad | 59 | SPORT AND RECREATION | |
| Post -secondary schools, colleges, universities and supporting foundations | 20 | Religious organizations operating within Canada | 50 | Organizations, facilities and supporting foundations for all sports and recreational activities | 80 |
| Pre-school, elementary and secondary schools, similar institutions and supporting foundations (including private, religious, special and alternative schools) | 24 | SCIENCE AND TECHNOLOGY | | | |
| | | Science and technology institutions and organizations and related foundations (including social sciences, zoology, horticulture, agriculture) | 60 | | |

DEADLINE FOR RESERVATION MARCH 1, 2019

LISTING INFORMATION AND ADVERTISING MUST BE SUBMITTED BY MARCH 15, 2019
CHANGES MADE AFTER APRIL 15, 2019 MAY INCUR EXTRA COSTS

CANADIAN DONOR'S GUIDE  **GUIDE DES DONATEURS CANADIENS**

CONTACT US: 705-326-4961 info@donorsguide.ca

RETURN THIS FORM TO:
Inukshuk Enterprises Inc. PO Box 20009 Orillia RO, Orillia, ON L3V 7X9
- **OR** - Submit your advertising reservation and listing information online
at our members' site: www.donorsguide.ca/members