



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 2020 - 21 fundraising goal? ☐ YES ☐ NO
 If yes, amount \$ _____
 Accredited by Imagine Canada's Standards Program ☐ YES ☐ NO

☐ DESCRIPTIVE LISTING \$305

☐ DISPLAY ADVERTISEMENTS

		✓	BLACK & WHITE	✓	ONE COLOUR	✓	FULL COLOUR
Full page	7" x 9 3/4"		\$2,650		\$3,000		\$3,300
2/3 page (horizontal)	7" x 6 1/2"		\$2,100		\$2,450		\$2,750
2/3 page (vertical)	4 5/8" x 9 3/4"		\$2,100		\$2,450		\$2,750
1/2 page (horizontal)	7" x 4 3/4"		\$1,750		\$2,100		\$2,400
1/2 page (vertical)	4 5/8" x 7 1/4"		\$1,750		\$2,100		\$2,400
1/3 page (square)	4 5/8" x 4 5/8"		\$1,435		\$1,785		\$2,080
1/3 page (horizontal)	7" x 3 1/4"		\$1,435		\$1,785		\$2,080
1/3 page (vertical)	2 1/4" x 9 3/4"		\$1,435		\$1,785		\$2,080
1/6 page (vertical)	2 1/4" x 4 7/8"		\$860		\$1,210		\$1,510
1/6 page (horizontal)	4 5/8" x 2 3/16"		\$860		\$1,210		\$1,510

☐ 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, 2020

LISTING INFORMATION AND ADVERTISING
MUST BE SUBMITTED BY MARCH 15, 2020

CHANGES MADE AFTER APRIL 15, 2020
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			Services, facilities and organizations for animal welfare	75
Libraries and related groups	16	HEALTH		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	Health and medical research organizations and supporting foundations; health and medical associations	31	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		Healthcare facilities, services and foundations (preventive, emergency, general and specialized)	35	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	Specific health focused organizations (including mental health); does not include facilities or services, per se	36	Services and organizations for other specific social issues (eg. human rights, family planning, criminal reform, etc)	78
EDUCATION		INTERNATIONAL ACTIVITY		Services, facilities and organizations for seniors	79
Adult and/or career education groups and organizations	23	Emergency and on-going international aid and support organizations (excluding missionary organizations)	43	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	RELIGIOUS ACTIVITY		SPORT AND RECREATION	
Post -secondary schools, colleges, universities and supporting foundations	20	Missionary/propagation of faith organizations operating abroad	59	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	Religious organizations operating within Canada	50		
		SCIENCE AND TECHNOLOGY			
		Science and technology institutions and organizations and related foundations (including social sciences, zoology, horticulture, agriculture)	60		

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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