

# 2018–19 Canadian Donor's Guide LISTING INFORMATION FORM

**33rd**  
ANNUAL EDITION

Please complete this information form for your listing in the 2018-19 Canadian Donor's Guide. Donors base their consideration of charities on the information published. **Those who do not return this form may be considered inactive.**

For your convenience, you may prefer to submit your listing information online. Visit [www.donorsguide.ca](http://www.donorsguide.ca) and click on "Sign Up" to register on our members' site.

We would prefer to receive this information package electronically in the future. (Please ensure e-mail address is recorded in the appropriate space below.)

SI VOUS PREFEREZ, VOUS POUVEZ REMPLIR LE QUESTIONNAIRE EN FRANÇAIS ET LES RENSEIGNEMENTS QUI VOUS CONCERNENT SERONT PUBLIÉS EN FRANÇAIS.

DESCRIPTIVE LISTING

**YES**

We want to order an expanded, **DESCRIPTIVE** Listing in the 2018-19 Canadian Donor's Guide, **PLUS** have a live link to our website from the Canadian Donor's Guide digital edition.

\* There is a \$299 plus tax charge for a Descriptive Listing.

- Enclosed is our cheque/money order for \$299 plus tax.
- Please bill us.
- We are advertisers in the Guide: please waive the \$299 charge, and contact us to arrange the space advertising.
- We would like to add yellow highlighting to our listing for \$175 plus tax.

**Deadline for Descriptive Option:**  
February 28, 2018

**AUTHORIZED BY:**

NAME

TITLE

SIGNATURE

\*Please note: Organizations reserving Display Advertising space in the 2018-19 Canadian Donor's Guide automatically receive a Descriptive Listing *without* the \$299 charge.

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 #: \_\_\_\_\_ E-mail: \_\_\_\_\_

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 2018-19 fundraising goal? YES NO

If yes, amount \$

Member Imagine Canada YES NO

Accredited by Imagine Canada's Standards Program YES NO

We would be pleased to provide a free link from our website to the Canadian Donor's Guide website.

**YOU HAVE A CHOICE – THE BASIC LISTING BELOW ▼ THE DESCRIPTIVE LISTING ABOVE ▲ OR DISPLAY ADVERTISING ►**

BASIC LISTING

**YES**

**There is no charge for a Basic Listing.**

**Deadline for Basic Listing:**  
January 31, 2018

Please note: Telephone and fax numbers may not be published with basic listings in the 2018-19 Canadian Donor's Guide.

Organization Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, Province, Postal Code: \_\_\_\_\_

Activity Category Code Number For Indexing: (see reverse of this form for code numbers) \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

B/N Registration Number: (check your number carefully – it's important)

\_\_\_\_\_

E-mail: \_\_\_\_\_ (e-mail addresses for basic listings will not be published in the Guide)

We would like to add yellow highlighting to our listing for \$175 plus tax.

Cheque enclosed  Please bill us

Authorized by: Signature \_\_\_\_\_ Please Print Name: \_\_\_\_\_

We would be pleased to provide a free link from our website to the Canadian Donor's Guide website.

To ensure your listing in the 2018-19 Canadian Donor's Guide, please return this form promptly to:



**Canadian Donor's Guide**  
PO Box 20009 ORILLIA ON  
Orillia, ON L3V 7X9

705-326-4961

info@donorsguide.ca

TO RESERVE DISPLAY ADVERTISING PLEASE SEE REVERSE

# ACTIVITY CATEGORIES AND CODES

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

## ADVERTISING OPTIONS

# THE CANADIAN DONOR'S GUIDE to fundraising organizations in Canada 2018-19 ADVERTISING RESERVATION FORM



Canadian Donor's Guide  
PO Box 20009 ORILLIA RO, Orillia, ON L3V 7X9  
705-326-1404 info@donorsguide.ca

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"	\$2,555
<input type="checkbox"/> 2/3 PAGE (VERTICAL)	4 5/8" x 9 3/4"	\$2,039
<input type="checkbox"/> 2/3 PAGE (HORIZONTAL)	7" x 6 1/2"	\$2,039
<input type="checkbox"/> 1/2 PAGE (VERTICAL)	4 5/8" x 7 1/4"	\$1,696
<input type="checkbox"/> 1/2 PAGE (HORIZONTAL)	7" x 4 3/4"	\$1,696
<input type="checkbox"/> 1/3 PAGE (SQUARE)	4 5/8" x 4 5/8"	\$1,377
<input type="checkbox"/> 1/3 PAGE (VERTICAL)	2 1/4" x 9 3/4"	\$1,377
<input type="checkbox"/> 1/3 PAGE (HORIZONTAL)	7" x 3 1/4"	\$1,377
<input type="checkbox"/> 1/6 PAGE (VERTICAL)	2 1/4" x 4 7/8"	\$831

### TWO-LANGUAGE ADVERTISERS

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

### COLOUR

- Yellow highlight added to listing \$175
- Display AD one colour (other than black) \$325
- Display AD 4-colour process \$650

BLEED ADS (not less than 1/2 page): no additional charge \* Prices do not include tax

We understand that our Display Advertisement will run on the same or facing page as our extended Descriptive Listing with a bold face heading with a direct link to our website at no extra cost (i.e., no \$299 charge).

Our organization will also be listed in bold face in the Indexes (Activity Index, Geographic Index, Website Index, if applicable).

Billing date, unless otherwise requested, is June 2018, after publication.

### ADVERTISING SPECIFICATIONS

Trim size – 8 1/8" x 10 1/2"  
Image page size – 7" x 9 3/4"  
Bleed ads – 8 3/8" x 10 3/4" (min. bleed : 1/4")  
Printed offset, perfect bound

### SUPPLY ADS AS FOLLOWS:

- Preferred file format is high resolution (print-ready) PDF
- Photos and halftones must be min. 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.

**DEADLINE FOR ADVERTISING MATERIAL: March 31, 2018**