

2017-18 Canadian Donor's Guide LISTING INFORMATION FORM

32nd
ANNUAL EDITION

Please complete this information form for your listing in the 2017-18 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 on-line. Visit www.donorsguide.ca and click on "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 2017-18 Canadian Donor's Guide, PLUS have a live link to our website from the Canadian Donor's Guide digital edition.

*** There is a \$289 plus tax charge for a Descriptive Listing.**

- Enclosed is our cheque/money order for \$289 plus tax.
- Please bill us.
- We are advertisers in the Guide: please waive the \$289 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:
January 31, 2017**

AUTHORIZED BY:

NAME

TITLE

SIGNATURE

*Please note: Organizations reserving Display Advertising space in the 2017-18 Canadian Donor's Guide automatically receive a Descriptive Listing *without* the \$289 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 2017-18 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:
December 31, 2016.**

Please note:
Telephone and fax numbers may not be published with basic listings in the 2017-18 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 2017-18 Canadian Donor's Guide, please return this form promptly to:

 **Third Sector Publishing**
 1192 Birchcliffe Crescent,
 Severn, ON L3V 0W1
 tel: (705) 325-5552 • fax: (705) 325-5596
 e-mail: info@donorsguide.ca
 website: www.donorsguide.ca

TO RESERVE DISPLAY ADVERTISING PLEASE SEE REVERSE

ACTIVITY CATEGORIES AND CODES

CATEGORIES	CODES	CATEGORIES	CODES
ART AND CULTURE		INTERNATIONAL ACTIVITY	
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	RELIGIOUS ACTIVITY	
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
COMMUNITY FOUNDATIONS		SCIENCE AND TECHNOLOGY	
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
EDUCATION		SOCIAL WELL-BEING	
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
ENVIRONMENT		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
HEALTH		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	SPORT AND RECREATION	
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



Third Sector Publishing
1192 Birchcliffe Crescent, Severn, ON L3V 0W1
tel: (705) 325-5552 • fax: (705) 325-5596 • e-mail: 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"	\$2,505
<input type="checkbox"/> 2/3 PAGE (VERTICAL)	4 5/8" x 9 3/4"	\$1,999
<input type="checkbox"/> 2/3 PAGE (HORIZONTAL)	7" x 6 1/2"	\$1,999
<input type="checkbox"/> 1/2 PAGE (VERTICAL)	4 5/8" x 7 1/4"	\$1,663
<input type="checkbox"/> 1/2 PAGE (HORIZONTAL)	7" x 4 3/4"	\$1,663
<input type="checkbox"/> 1/3 PAGE (SQUARE)	4 5/8" x 4 5/8"	\$1,351
<input type="checkbox"/> 1/3 PAGE (VERTICAL)	2 1/4" x 9 3/4"	\$1,351
<input type="checkbox"/> 1/3 PAGE (HORIZONTAL)	7" x 3 1/4"	\$1,351
<input type="checkbox"/> 1/6 PAGE (VERTICAL)	2 1/4" x 4 7/8"	\$815

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 \$625

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 \$289 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 May 2017, 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 15, 2017