



Get your message delivered directly into the inboxes of over 8,000 prospective franchisees with the CFA FranchiseE-news.

With CFA FranchiseE-news Advertising:

- **Reach a highly-receptive targeted audience:** Readers opt-in and subscribe to receive information about franchises like yours
- **Drive traffic to your website:** Readers can click on your ad to be instantly directed to the landing page of your choice
- **Reinforce your brand:** with distribution twice a month, you have the powerful ability to ensure your brand gets regularly noticed by people interested in franchising
- **Advertise and save:** Receive multi-month discounts and SAVE up to \$1,000+



About CFA FranchiseE-news

Audience: Prospective franchisees

Distributed: First and third Monday each month | **Circulation:** 8,000 (approx)

CFA FranchiseE-news is a biweekly e-publication for prospective franchisees. The e-newsletter provides readers with industry news, helpful tips and highlights specific franchise opportunities. Subscribers of CFA FranchiseE-news are actively looking for franchise opportunities and sign up for the e-newsletter through the CFA website and at CFA events like The Franchise Show.

Advertising opportunities in CFA FranchiseE-news include:

- a) **Logo and Profile** (150 words to be provided by advertiser) - \$500
- b) **Horizontal Banner Ad** (artwork to be provided by advertiser) - \$300

Take
Advantage
of our
Multi-month
Discounts!

SEE CONTRACT
FOR DETAILS

See over for details.

FRANCHISEE-NEWS ADVERTISING CONTRACT

**Take Advantage
of our
Multi-month Discounts!**

Book for 3 months & receive 15% off

Book for 6 months & receive 25% off

Book for 1 year & receive 35% off

Advertising Opportunities

- a) CFA FranchiseE-news - Logo and Profile (artwork and profile to be provided by advertiser)
 1 Month (\$500) 3 Months (\$1500) 6 Months (\$3000) 1 Year (\$6000)..... = \$ _____
- b) CFA FranchiseE-news - Horizontal Banner Ad (artwork to be provided by advertiser)
 1 Month (\$300) 3 Months (\$900) 6 Months (\$1800) 1 Year (\$3600)..... = \$ _____

File Specifications *Email ALL files to: webmaster@cfa.ca

- LOGOS: Will appear at a maximum of 125 x 125 pixels, EPS/AI/JPG/GIF
- HORIZONTAL BANNER ADS: 570w x 90h pixels, EPS/AI/JPG/GIF

*All fonts must be outlined.
 *A URL address must accompany each banner or logo for which it is to be linked
 *Please add a 1 pixel border around all banner ads with a white background
 *Profile description maximum of 150 words

Sub-Total = \$ _____
13% HST = \$ _____
TOTAL = \$ _____

Advertiser's Information

Advertiser's Name: _____

Contact: _____

Contact Info: On File _____

Special Instructions:

Terms & Conditions

Payment Terms and Conditions: Payment by cheque or credit card is due on receipt of signed contract. CFA e-advertising advertising is reserved for CFA members only. Contracts are only valid for CFA members in good standing. **If booked by third party:** The CFA member identified on this contract consents and agrees to be bound by all agreements made with CFA by _____ ("Agent") regarding this advertising. I acknowledge and have read the Payment Terms and Conditions listed above and agree to comply with these regulations.

Name: _____ Title: _____

Signature: _____ Date: _____

Payment Method

Cheque (Payable to the Canadian Franchise Association) American Express VISA Master Card

Card #: _____ Expiry: _____

Cardholder Name: _____ Signature: _____

For office use only
 Date Received: _____

Contract Start Date: _____

Contract End Date: _____

New Renewal

250411JSZ

Send contracts to:

Penny Young Tel: 800-665-4232 / 416-695-2896 ext. 247 Fax: 416-695-1950

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