

# CFA e-vent updater

## Reach Key Decision-Makers in Franchise Systems

### Advertise in the CFA e-vent updater and...

- **Maximize your reach:** Reach over 3,500 professionals in the franchise industry
- **Drive traffic to your website:** Readers can click on your ad to be instantly directed to the landing page of your choice
- **Customize your message:** Artwork can be switched out each issue to promote time-sensitive products or events
- **Save money:** Receive multi-month discounts and SAVE up to \$1,000+



### About CFA e-vent updater

**Audience:** Founders, Presidents, CEOs, and senior level decision makers of franchise systems and support service organizations

**Distributed:** Every Monday | **Circulation:** Circulation: 3,600 (approx)

The CFA e-vent updater is a weekly e-publication for franchise systems and support service organizations. It serves to keep the Canadian franchise industry up-to-date and apprised of CFA's upcoming educational and networking events that help grow their business. Subscribers are both CFA members and non-members.

**Advertising opportunities in the CFA e-vent updater include:**

- a) Top Horizontal Banner (artwork to be provided by advertiser) – \$300
- b) Middle Horizontal Banner (artwork to be provided by advertiser) – \$250
- c) End Horizontal Banner (artwork to be provided by advertiser) – \$200

Take  
Advantage  
of our  
Multi-month  
Discounts!

SEE CONTRACT  
FOR DETAILS

See over for details.

Distribution dates subject to change without notice. All prices subject to 13% HST.

# CFA E-VENT UPDATER 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

### EXAMPLE:

- 3 months: \$900 less 15% = \$765 (for 12 e-blasts) – Save \$135
  - 6 months: \$1800 less 25% = \$1350 (for 24 e-blasts) – Save \$450
  - 1 year: \$3600 less 35% = \$2340 (for 52 e-blasts) – Save \$1260
- \*calculated at Top Horizontal Banner rate

## Advertising Opportunities

- a) CFA e-vent Updater Ad - Top Horizontal Banner (artwork to be provided by advertiser)
  - 1 Month (\$300)  3 Months (\$900)  6 Months (\$1800)  1 Year (\$3600) ..... = \$ \_\_\_\_\_
- b) CFA e-vent Updater Ad - Middle Horizontal Banner (artwork to be provided by advertiser)
  - 1 Month (\$250)  3 Months (\$750)  6 Months (\$1500)  1 Year (\$3000) ..... = \$ \_\_\_\_\_
- c) CFA e-vent Updater Ad - End Horizontal Banner (artwork to be provided by advertiser)
  - 1 Month (\$200)  3 Months (\$600)  6 Months (\$1200)  1 Year (\$2400) ..... = \$ \_\_\_\_\_

### File Specifications \*Email ALL files to: [webmaster@cfa.ca](mailto:webmaster@cfa.ca)

- 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:

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## 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

07072011JC

## Send contracts to:

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

**CANADIAN FRANCHISE ASSOCIATION** 5399 Eglinton Avenue West, Suite 116, Toronto, ON M9C 5K6

