

With over 1.4 Million hits per month,
www.cfa.ca targets a prime audience who
regularly accesses our online member directory,
resources articles and event pages.



http://www.cfa.ca

**ONLINE
ADVERTISING
Media Kit**

**When prospective franchisees find us,
let them find you!**

http://www.cfa.ca

Why Advertise on www.cfa.ca?

- CFA's website is a primary resource for prospective franchisees and franchisors, with credible and current franchising information
- Add impact to your online presence and increase your visibility to your target market
- The CFA website is promoted on all CFA corporate and marketing materials in addition to dedicated Franchise sections of the National Post and Toronto Star
- The Advanced Search Function is a frequently-used tool by website visitors to narrow their search in franchise opportunities
- Customize your online advertising package to generate quality leads and build opportunity awareness
- Online advertising is exclusive to CFA Members and puts you front and center, with thousands of quality leads all year round



As the website for the **Canadian Franchise Association (CFA)**,
The National Voice for Franchising in Canada,
www.cfa.ca serves as a top resource for franchising information

Value for your Advertising Dollar

- Activate your website URL with the purchase of a banner or listing enhancement logo and connect interested leads directly to your website for more information
- With banner or listing enhancements, your company's logo becomes clearly visible to prospective franchisees
- Online advertisers can receive a report upon request that is tailored to your company to find out the top 100 pages viewed at any given time, the number of unique visitors and page views
- www.cfa.ca is promoted as the "#1 Resource for Franchise Information" in the National Post every week

Included as a CFA member benefit:

- A prominent Franchise Information Request button on your listing so that you can receive a steady stream of quality leads
- Facebook and Twitter links to enhance your social media presence
- Listing in the Advanced Search Function so your company appears when leads are looking for companies like yours

To advertise on www.cfa.ca please contact:
Penny Young 800-665-4232 ext. 247 or pyoung@cfa.ca

http://www.cfa.ca

"I have been very pleased with the results I have had from our company's exposure on the Canadian Franchise Association website. Leads arrive in my inbox on a regular basis and I intend to continue to promote our franchise on www.cfa.ca"

*- Harry Jones
Palm Beach Mega Tan*

www.cfa.ca STATISTICS

- 126,897 average monthly page views*
- 14,344 average monthly unique visitors*
- Over 550 banner clicks each month since January 2010**
- Visitors view average of 6 pages/visit*
- Consistently ranked within the top 5 Google searches for franchises in Canada

*Source: CFA website statistics, 2010 ** Source: CFA website statistics, Jan. 2010 – Aug. 2011

Online Advertising is **EXCLUSIVE** to *Canadian Franchise Association (CFA) Members*

Take advantage of what your membership has to offer and advertise on www.cfa.ca – where prospective franchisees and franchisors turn to for credible and current franchising information in Canada.

MEMBER



File Specifications and Submission

- **SQUARE BANNERS**
125 x 125 pixels, JPG/GIF/Animated GIF (max. 4 seconds)
Please add a 1 pixel border around all ads with a white background
- **RECTANGULAR BANNERS**
234w x 60h pixels, JPG/GIF/Animated GIF (max. 4 seconds)
Please add a 1 pixel border around all ads with a white background
- **LOGOS**
Minimum 200 x 200 pixels, EPS/AI/JPG/GIF
- **CFA E-VENT UPDATER ADS**
570w x 90h pixels, EPS/AI/JPG/GIF

SEND ALL FILES TO:
webmaster@cfa.ca

*All fonts must be outlined AND a URL address must accompany each banner, ad or logo for which it is to be linked to.

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Canadian Franchise
Association™

All Online Advertising Opportunities are 1 Year Contracts unless otherwise specified.

Banner Advertising Opportunities

- A) Becoming a Franchisee Page** – \$2,200
(27 banners available) - SQUARE AD
- B) Want to Franchise Your Business Page** – \$1,200
(6 banners available) - SQUARE AD
- C) CFA Member Directory Main Page** – \$1,600
(12 banners available) - RECTANGULAR AD
- D) Franchise Systems Index Pages (Category + Alpha)**
\$1,200 (12 banners available) - RECTANGULAR AD
- E) Support Services Index Pages (Category + Alpha)**
\$1,200 (12 banners available) - RECTANGULAR AD
- F) Category Pages** – \$600
(12 banners per category) - RECTANGULAR AD
- G) CFA Members Only Area Log-In Page** – \$1,200
(12 banners available) - RECTANGULAR AD
- H) CFA Members Only Area Main Page** – \$1,000
(6 banners available) - SQUARE AD

Enhance Your Online Listing

- I) Logo & Link** – \$600
(Includes 500-character description)
- J) COMBO: Logo & Link + Category Page Banner** – \$1,000
- K) Add a secondary category for your listing.**
(Full duplicate listing will be displayed) – \$499

Include Your Listing in the Advanced Search Tool

The Advanced Search Tool assists prospective franchisees in exploring CFA Member Franchise Systems. Prospective franchisees can filter franchise opportunities within their specified parameters such as category, region, franchise fee, capital required and much more. The results list a selection of franchises available for the visitor to begin their investigation.

- L) Advanced Search Premium Placement + Company Logo in Advanced Search** – \$600

Job Postings

- M) 1 Month** – \$100

Extend Your Reach through CFA E-Newsletters

Reach highly-receptive target audiences through CFA e-newsletters:

- Attract prospective franchisees in the FranchiseE-news.
- Connect with franchisors in the CFA e-vent updater.

Advertise now in FranchiseE-news or CFA event updater and Save! Take advantage of multi-month discounts and save up to 35%!

To learn more about CFA E-newsletters, contact Penny Young, Sales Manager, at pyoung@cfa.ca or 800-655-4232 | 416-695-2896 ext. 247



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Penny Young 800-665-4232 ext. 247 or pyoung@cfa.ca

WWW.CFA.CA ONLINE ADVERTISING CONTRACT

Advertising Opportunities (1 Year Contracts unless otherwise specified)

A) Becoming a Franchisee Page (27 SQUARE banners available)	\$2,200 x	_____	= \$	_____
B) Want to Franchise Your Business Page (6 SQUARE banners available)	\$1,200 x	_____	= \$	_____
C) CFA Member Directory Main Page (12 banners available)	\$1,600 x	_____	= \$	_____
D) Franchise Systems Index Pages (Category + Alpha) (12 banners available)	\$1,200 x	_____	= \$	_____
E) Support Services Index Pages (Category + Alpha) (12 banners available)	\$1,200 x	_____	= \$	_____
F) Category Pages (12 banners per category)	\$600 x	_____	= \$	_____
G) CFA Members Only Area Log-In Page (12 banners available)	\$1,200 x	_____	= \$	_____
H) CFA Members Only Area Main Page (6 banners available).....	\$1,000 x	_____	= \$	_____
I) Logo & Link (includes 500-character description).....	\$600 x	_____	= \$	_____
J) COMBO: Logo & Link + Category Page Banner	\$1,000 x	_____	= \$	_____
K) Add a secondary category for your listing (Full duplicate listing will be displayed)	\$499 x	_____	= \$	_____
L) Advanced Search Premium Placement + Company Logo in Advanced Search	\$600 x	_____	= \$	_____
M) Job Postings (1 month)	\$100 x	_____	= \$	_____

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

- **SQUARE BANNERS:** 125 x 125 pixels, JPG/GIF/Animated GIF (max. 4 sec.)
 - **RECTANGULAR BANNERS:** 234w x 60h pixels, JPG/GIF/Animated GIF (max. 4 sec.)
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- *All fonts must be outlined.
 *A URL address must accompany each banner, ad or logo for which it is to be linked to.
 *Please add a 1 pixel border around all banner ads with a white background

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 invoice. Failure to pay invoices after 30 days will result in interruption of website advertising. CFA website 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

09082011JC

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

