

Put Your Message Directly into the Hands of Franchisors



**AD SALES OPEN:
SUMMER 2012 ISSUE**

**Reservations Due:
June 22, 2012**

**Artwork Due:
June 29, 2012**

Reach your target audience and position yourself as a key service provider to the franchise community – book your ad space in *The FranchiseVoice* today!

As the official quarterly newsletter of the Canadian Franchise Association (CFA), every issue of *The FranchiseVoice* is delivered to nearly 500 franchisors across Canada. If you're looking to promote your service and attract new clients within the franchise industry, advertising in *The FranchiseVoice* should be part of your marketing plan.

Advertising opportunities are flexible and can be tailored to meet your company's needs and budget. You can order a full, half or quarter page ad or take advantage of our advertorial opportunity, a full or double page spread that enables you to promote the benefits of your product or service in detail. ✪

To reserve your ad space contact:

Penny Young, Sales Manager 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

CFA
Canadian Franchise
Association

INSERTION ORDER FOR:

ISSUE	ADVERTISING SPACE CLOSE	MATERIALS DUE	DISTRIBUTION
<input type="checkbox"/> Summer 2012	June 22, 2012	June 29, 2012	July 2012
<input type="checkbox"/> Fall 2012	August 21, 2012	August 28, 2012	October 2012
<input type="checkbox"/> FSS Directory 2013	November 29, 2012	December 14, 2012	January 2013
<input type="checkbox"/> Winter 2013	December 20, 2012	January 7, 2013	January 2013
<input type="checkbox"/> Spring 2013	April 15, 2013	April 22, 2013	May 2013

CFA MEMBER ADVERTISING RATES PER ISSUES

PROCESS COLOUR	WIDTH & DEPTH	1 ISSUE	4+ ISSUES
<input type="checkbox"/> Double Page Spread Advertorial*	17" x 11"	\$1,354	\$1,075
<input type="checkbox"/> Full Page Covers (IFC, OBC, IBC)*	8 1/2" x 11"	\$1,097	\$959
<input type="checkbox"/> Full Page Display Ad or Advertorial*	8 1/2" x 11"	\$998	\$873
<input type="checkbox"/> 1/2 Page Horizontal or Vertical	7 3/4" x 4 3/4" or 3 3/4" x 9 3/4"	\$758	\$716
<input type="checkbox"/> 1/4 Page	3 3/4" x 4 3/4"	\$433	\$392
<input type="checkbox"/> Business Card	3 3/4" x 2 1/2"	\$172	\$151
<input type="checkbox"/> Logo Enhancement Insertion**	2" x 0.8" (max. width & height)	\$256	-
<input type="checkbox"/> Direct Mail Inserts (customer supplied)	1,500 quantity	\$1,200	-

FILE SPECIFICATIONS *Email ALL ADVERTISEMENTS to Jenn at jcarriere@cfa.ca

- *For Full Page and Double Page ad/advertorial, 1/8" bleed required.
- Acceptable file format: EPS, TIF, JPEG & PDF. Please ensure all images are CMYK at a resolution of 300 dpi at full size. (Pantone colours will print as CMYK.) Include all linked files. Graphics should be saved as EPS files. PDFs are acceptable if they are saved "press optimized" (300 dpi) and created from their original layout document.
- All fonts must be outlined.
- All rates are based on ads submitted in acceptable formats. Ads not submitted in acceptable formats will be charged as follows:
 - Ad not sent in proper format - \$75
 - Ad to be typeset entirely - \$150
 - Ad to be scanned - \$75
 - Art/Copy changes - \$35
- **only available in Franchise Support Services 2013 Member Directory

Cost per Insertion \$ _____
 x _____ # of Issues \$ _____
 x 13% HST \$ _____
TOTAL \$ _____

GST/HST Registration Number: R122972920

NOTES:

ADVERTISER'S INFORMATION

Advertiser's Name: _____

Contact: _____

Contact Info: On File _____

PAYMENT TERMS & 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 advertising. The FranchiseVoice newsletter advertising is reserved 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

Send contracts to:

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