

# ADVERTISE WITH CANADIAN PARENTS FOR FRENCH

## ADVERTISING RATES, GUIDELINES, AND RATE CARD

**Canadian Parents for French is the national network of volunteers which values French as an integral part of Canada and which is dedicated to the promotion and creation of French second-language learning opportunities for young Canadians.**

Our organization has many opportunities for you to advertise with us. Canadian Parents for French has three major avenues to advertise in.

- CPF National website
- CPF Magazine
- CPF National Summer Camp Listing

Read how you can promote your organization with Canadian Parents for French.

# CANADIAN PARENTS FOR FRENCH WEBSITE

The Canadian Parents for French National website provides members and visitors a means to gather information and resources for parents, teachers and students on the benefits of French second-languages. The website also provides members with information on recent news on the organization and about up-to date research on French second-language education.

The Canadian Parents for French website receives an over 4,800 visitors per month, over 50% of the visitors are unique visitors.

The banner ad is featured on Canadian Parents for French's home and interior pages.

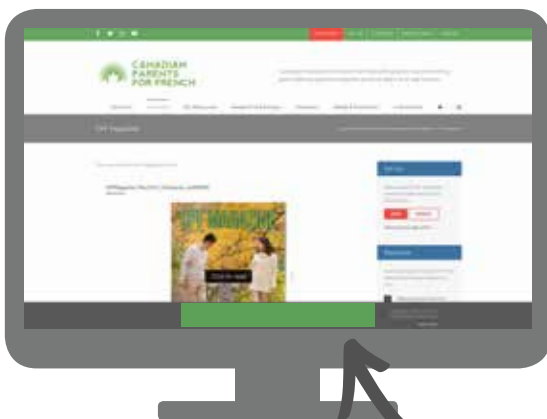
## BANNER AD SIZE & GUIDELINES



The banner ad is 728 by 90 px. Ads should be supplied in **PNG** or **JPEG** formats with accompanying URL and should not exceed a file size of 3MB.

## BANNER AD RATES

One month	\$	275
Three months	\$	650
Six months	\$	1,000



YOUR AD HERE!

# CANADIAN PARENTS FOR FRENCH MAGAZINE

## CONNECT WITH OUR MEMBERS

### BE A PART OF THE CANADIAN PARENTS FOR FRENCH CPF MAGAZINE:

- CPF Magazine reaches over 25,000 members. Parents interested in official languages and bilingual issues across Canada.
- Men and women, 18-54 years of age, representing all ethnicities, both living in rural and urban centers across Canada.
- Sent to Federal/Provincial decision makers; Primary/Secondary school officials, board of education officials, principals, and FSL teachers.

## OUR READERS

### CPF SUBSCRIBERS ARE

- Teachers and/or parents of youth learning French.
- From a broad regional base in all provinces across Canada.
- Motivated to pursue higher learning opportunities
- Government official, French Second Language education stakeholders, and other partner organizations.

### CPF MAGAZINE DISTRIBUTION

- Mailed directly to 7,800+ CPF subscribers.
- Distributed to elementary, secondary and IB schools across Canada.
- Sent directly to teachers.
- Available in e-version format.
- Posted on our CPF website.
- View back issues via our CPF website.

## ADVERTISEMENT SIZES AND GUIDELINES



Full Page

1/2 Page Horiz.

1/4 Page

- Accepted files: PDF/X-1a:2000 PDF (PRESS quality) EPS (fonts converted to outlines)
- Ad dimensions below

## ADVERTISING RATES

### SIZE

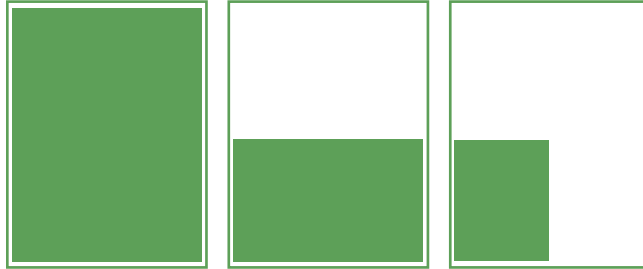
### RATES

			One Issue	Two Issues	Three Issues
Full Outside Back Cover	8.5" x 9.375"	(+ 0.125 bleed)	\$3,500	\$6,000	\$8,500
Full Inside Cover	8.5" x 11"	(+ 0.125 bleed)	\$2,250	\$4,000	\$5,250
Full Page	7.5" x 10"		\$1,500	\$2,500	\$3,500
1/2 Page Horizontal	7.5" x 5"		\$800	\$1,400	\$2,000
1/4 Page Vertical	3.625" x 5"		\$450	\$800	\$1,150



# CPF SUMMER CAMP LISTING

## ADVERTISEMENT SIZES AND GUIDELINES



Full Page

1/2 Page Horiz.

1/4 Page

- Accepted files:  
PDF/X-1a:2000  
PDF (PRESS quality)  
EPS (fonts converted to outlines)
- Ad dimensions below

## ADVERTISING RATES

SIZE		RATES
Full Page	7.5" x 10"	\$500
1/2 Page Horizontal	7.5" x 5"	\$350
1/4 Page Vertical	3.625" x 5"	\$250



# PUBLICATION ADVERTISING DEADLINES

Issue	Publication Date	Advertising Deadline Date
CPF Magazine - Spring	First Friday of <b>March</b>	First Friday of <b>February</b>
CPF Magazine - Summer	Second Friday of <b>June</b>	Second Friday of <b>May</b>
CPF Magazine - Fall/Winter	First Friday of <b>September</b>	First Friday of <b>August</b>
CPF National Summer Camp Listing	Second Friday of <b>March</b>	Second Friday of <b>February</b>

# CANADIAN PARENTS FOR FRENCH ADVERTISING FORM

WE WISH TO RESERVE ADVERTISING SPACE IN THE FOLLOWING PUBLICATIONS:

CPF Magazine  Spring  Summer  Fall/Winter
  CPF National Summer Camp Listing
  CPF National Website

## PUBLICATION ADVERTISING SPACE BOOKING

Ad Space Size	One Issue	Two Issues	Three Issues	Summer Camp Listing	Three Issues and Summer Camp Listing
Full Page Back Cover	\$3,500 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$8,500 <input type="checkbox"/>		
Full Page Inside Covers	\$2,250 <input type="checkbox"/>	\$4,000 <input type="checkbox"/>	\$5,250 <input type="checkbox"/>		
Full Page	\$1,500 <input type="checkbox"/>	\$2,500 <input type="checkbox"/>	\$3,500 <input type="checkbox"/>	\$500 <input type="checkbox"/>	\$3,800 <input type="checkbox"/>
1/2 Page Horizontal	\$800 <input type="checkbox"/>	\$1,400 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>	\$350 <input type="checkbox"/>	\$2,200 <input type="checkbox"/>
1/4 Page Vertical	\$450 <input type="checkbox"/>	\$800 <input type="checkbox"/>	\$1,150 <input type="checkbox"/>	\$250 <input type="checkbox"/>	\$1,350 <input type="checkbox"/>

## ADVERTISER' DIRECTORY INFORMATION

Company/Institution Name \_\_\_\_\_

Full Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## WEBSITE ADVERTISING SPACE BOOKING

### Rates

One month	\$275 <input type="checkbox"/>
Three months	\$650 <input type="checkbox"/>
Six Months	\$1,000 <input type="checkbox"/>

## TOTAL PAYABLE

Subtotal \$ \_\_\_\_\_

10% Member Discount \$ \_\_\_\_\_

Total Payable \$ \_\_\_\_\_

## PAYMENT INFORMATION

- Cheque/money order enclosed (made payable to Canadian Parents for French, National)
- Visa/Mastercard (Details below)

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiry \_\_\_\_\_

## CONTACT INFORMATION

Company/Institution Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_

Prov/Terr \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## SEND ADVERTISING FORM TO:

**Email:** cstone@cpf.ca

**Mail:** **ATTN:** Cathy Stone  
CPF Advertising  
Canadian Parents for French (CPF)  
1104-170 ave Laurier Ave W  
Ottawa, ON  
K1P 5V5