



**CANADIAN  
PARENTS  
FOR FRENCH**

# ADVERTISING KIT

## ADVERTISE WITH CANADIAN PARENTS FOR FRENCH

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

Canadian Parents for French provides many opportunities for your business to advertise with us. Here are SIX major avenues where you can advertise:

- > CPF National Website ([www.cpf.ca](http://www.cpf.ca))
- > CPF Family French Travel Guide
- > CPF Magazine
- > French Street Website
- > CPF Chapter Fundraising Guide

### See how you can promote your organization with Canadian Parents for French:

#### **CPF National 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-language. The website offers visitors information and resources on French second language learning that supports parents, educators and students. It's the place to keep up to date on recent educational trends, research and new learning opportunities.

The CPF National website receives an over 4,800 visitors per month, over 50% of the visitors are unique visitors. Banner ads are featured on Canadian Parents for French's home and interior pages.

#### **Our Network CPF Magazine**

*CPF Magazine* reaches over 25,000 members, from parents interested in official languages and bilingual issues across Canada and federal/provincial decision makers, to primary/secondary school officials, board of education officials, principals, and FSL teachers.

Our demographic tends towards predominantly women readers between the ages of 29-54 years who have school-aged children, with representation across all ethnicities, and living in rural and urban centres across Canada.

Print issues are mailed to over 7,800 subscribers, sent directly to members' homes as well as to schools and member organizations' offices such as libraries and community centres across Canada. An e-version is also available on our website.

#### **CPF Chapter Fundraising Guide**

The CPF Fundraising Guide offers insights for successful fundraising as well as a listing of companies and their products to help our Chapter volunteers undertake fundraising campaigns. The online publication is emailed to our 150 CPF Chapters and their 2,500+ volunteers and is shared with schools councils across Canada. It is available for public access on the CPF National website.

#### **CPF Travel Guide**

The CPF Travel Guide is an online publication with information and suggestions for families and older FSL students to encourage French travel experiences across Canada. The guide is distributed to our more than 25,000 members and shared and promoted on our social media channels, expanding its reach across the country.

#### **French Street Website**

The French Street Online database features suggestions of French cultural learning opportunities including field trips, camps, guest speakers and more! Both Francophone and Francophiles of all ages are the targeted audience for this one-of-a-kind website.

# CPF ADVERTISING KIT

## Canadian Parents for French Website Banner Ad

728 px X 90 px

Banner ad size: 728 X 90 px

Accepted file formats are: PNG or JPEG file formats with accompanying URL, not to exceed 3MB in file size

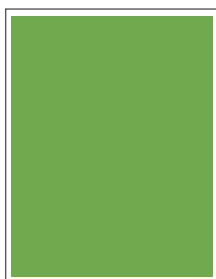


Your Ad Goes Here

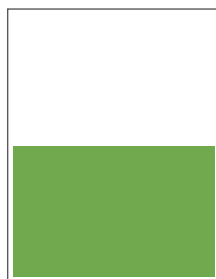
### Rates

1 Month	\$275	2 Months	\$650	3 Months	\$1,000
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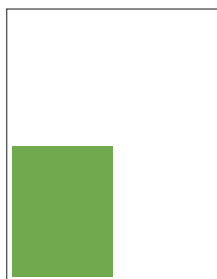
## Canadian Parents for French CPF Magazine Ads



Full Page Ad  
Non Bleed



1/2 Page  
Horizontal Ad



1/4 Page  
Vertical Ad



Full Page Ad  
Bleed

Accepted file formats are:  
PDF/X-1a:2000, PDF (PRESS quality)  
EPS (fonts converted to outlines), CMYK  
See ad dimensions and rates below.

Sizes		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 Front/Back Cover	8.5" x 11" (+ 0.125" bleed)	\$2,250	\$4,000	\$5,250
Full Page (Non Bleed)	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



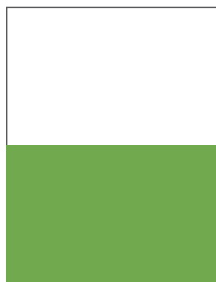
Go to <https://cpf.ca/en/membership/cpf-magazine> to see current and back issues of CPF Magazine

# CPF ADVERTISING KIT

## Canadian Parents for French Guides Ads



Full Page Ad  
Bleed



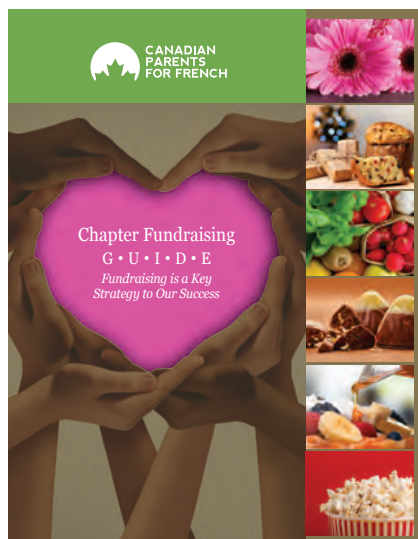
1/2 Page  
Horizontal Ad

### Accepted file formats are:

PDF/X-1a:2000, PDF (PRESS quality) EPS (fonts converted to outlines), CMYK

### See ad dimensions and rates below.

Sizes		Rates
Full Page Bleed	8.5" x 11" (+ 0.125" bleed)	\$300
1/2 Page Horizontal Bleed	8.5" x 5" (+ 0.125" bleed)	\$150



## Publications and Ad Examples

French Street Website Horizontal Banner Ad



Your Ad Goes Here

Rates					
1 Month	\$275	2 Months	\$650	3 Months	\$1,000

Banner ad size: 384 X 250 px  
Accepted file formats are: PNG or JPEG  
file formats with accompanying URL, not to  
exceed 5MB in file size

Publication Advertising Deadlines

Issues and Publications	Publication Dates	Advertising Deadlines
CPF Magazine - Winter	Third Friday in <b>February</b>	Third Friday in <b>January</b>
CPF Magazine - Spring	Third Friday in <b>May</b>	Third Friday in <b>April</b>
CPF Magazine - Fall	Second Friday in <b>October</b>	Second Friday in <b>September</b>
CPF Guides	<b>Summer of each year</b>	<b>Spring</b> (please email <a href="mailto:cstone@cpf.ca">cstone@cpf.ca</a> )

# CPF ADVERTISING KIT

## Canadian Parents for French Advertising Form

### WE WISH TO RESERVE ADVERTISING SPACE IN THE FOLLOWING PUBLICATIONS:

**CPF Magazine** ☐ Winter ☐ Spring ☐ Fall ☐ **CPF Guide**

☐ **CPF National Website** ☐ **French Street Website**

### PUBLICATION ADVERTISING SPACE BOOKING:

Ad Space Size	Rates				
	One Issue	Two Issues	Three Issues	CPF Guides	Three Issues + Guide
Full Outside Back Cover	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,500		
Full Inside Front/Back Cover	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,250		
Full Page	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$300	<input type="checkbox"/> \$3,800
1/2 Page Horizontal	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$150	<input type="checkbox"/> \$2,200
1/4 Page Vertical	<input type="checkbox"/> \$450	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,150		<input type="checkbox"/> \$1,350

### WEBSITE ADVERTISING SPACE BOOKING:

Length	Rates
1 Month	<input type="checkbox"/> \$275
3 Months	<input type="checkbox"/> \$650
6 Months	<input type="checkbox"/> \$1,000

### TOTAL PAYABLE:

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

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

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

### PAYMENT INFORMATION:

☐ **Cheque/money order enclosed** (Made payable to **Canadian Parents for French, National**)

☐ **Visa/Mastercard NEW FEATURE!** (Pay directly by credit card once you receive your invoice from us)

### CONTACT INFORMATION:

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

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

Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Prov/Territory \_\_\_\_\_

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 Laurier Ave W Ottawa, ON K1P 5V5