



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 THREE major avenues where you can advertise:

- > CPF National Website (www.cpf.ca)
- > CPF Magazine
- > French Street Website

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.

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.

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 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

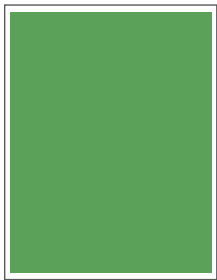


Your Ad Goes Here

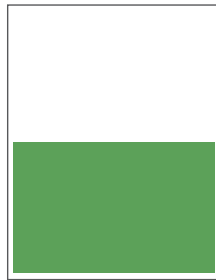
Rates

1 Month	\$275	3 Months	\$650	6 Months	\$1,000
---------	-------	----------	-------	----------	---------

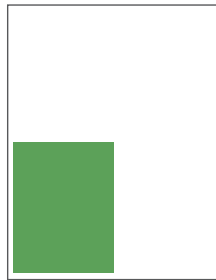
Canadian Parents for French CPF Magazine Ads



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

French Street Website Horizontal Banner Ad



Your Ad Goes Here

Rates					
1 Month	\$275	3 Months	\$650	6 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 February	Third Friday in January
CPF Magazine - Spring	Third Friday in May	Third Friday in April
CPF Magazine - Fall	Second Friday in October	Second Friday in September
CPF Guides	Summer of each year	Spring (please email cstone@cpf.ca)

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 National Website French Street Website

PUBLICATION ADVERTISING SPACE BOOKING:

Ad Space Size	Rates		
	One Issue	Two Issues	Three Issues
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
1/2 Page Horizontal	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$2,000
1/4 Page Vertical	<input type="checkbox"/> \$450	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,150

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