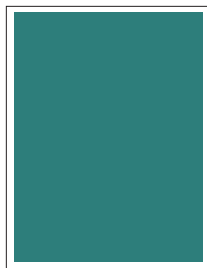


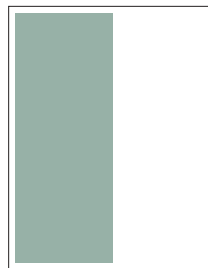
ADVERTISING RATE CARD 2012

PRINT & ELECTRONIC MEDIA

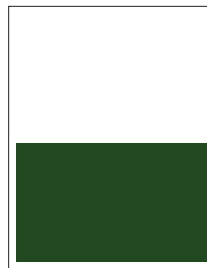
Please note that in an effort to reduce our carbon footprint, Canadian Parents for French now distributes the *CPF National News* in electronic format, with print copies available upon request. The newsletter remains archived on our website for several years, and when distributed through email has a readership of up to 10,000.



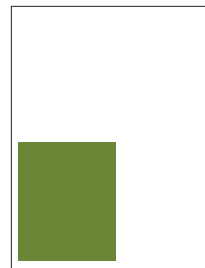
Full Page
(7.25" x 9.75")



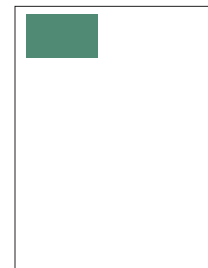
Half Page Vertical
(3.625" x 9.75")



Half Page Hor.
(7.25" x 4.875")



Quarter Page
(3.625" x 4.875")



Business Card
(3.25" x 2")

2012 Ad Rates

Digital PDF

4-Colour Rates

<input type="checkbox"/> Full Page	\$1,250
<input type="checkbox"/> Half Page (Vertical & Horizontal)	\$750
<input type="checkbox"/> Quarter Page	\$500
<input type="checkbox"/> Business Card	\$200

I would like to place a _____ in the following issue:
size of ad

Spring/Summer 2012 (*distributed June 2012*)

Booking Deadline: April 27, 2012

Material Deadline: May 4, 2012

MATERIALS

Please ensure that all ad materials are set to 300 dpi and are supplied in CMYK formats. Files are accepted in .eps, .tiff, and .pdf formats. Please send materials to Nicole Chatelain at nchatelain@cpf.ca or contact her for other submission options.

INSERTS

Canadian Parents for French occasionally distributes print media to its members in accordance with special projects and direct mail campaigns. If you would like to submit an insert, please contact Patrick Bisson at pbisson@cpf.ca.

BONUS OFFER

A 25% discount is available to *members* of Canadian Parents for French.

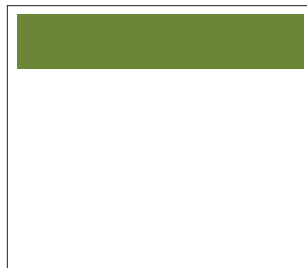
ADVERTISING RATE CARD 2012

ONLINE & SOCIAL MEDIA

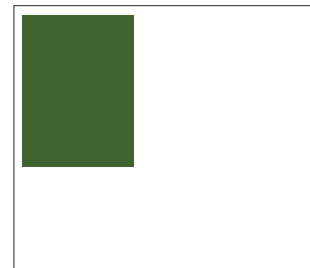
Canadian Parents for French is pleased to offer a wide range of online and social media options to advertisers. Note that our website is being redesigned, and the new site, with a fresh new look and improved user functionality, will launch in April 2012.



Web Banner (Vertical)
(120 pixels x 600 pixels)



Web Banner (Horizontal)
(600 pixels x 120 pixels)



Web Banner (Special)
(Size to be determined)

2012 Ad Rates

www.cpf.ca

Web Banner (Special)

For pricing, please contact nchatelain@cpf.ca

Ads can be supplied in either .jpeg or .gif formats (animated or non-animated) with accompanying URL at the specifications noted below and emailed to Nicole Chatelain at nchatelain@cpf.ca.

Name: _____ Title: _____

Company: _____

Full Address: _____

Tel: _____ Fax: _____ Email: _____

Purchase Order #: _____

I am a member of Canadian Parents for French and qualify for a 25% discount.
Membership Number: _____

Please note that all advertising will be invoiced to the person noted above and will not be posted until payment is received.

Please return this form to Canadian Parents for French, Attention: Nicole Chatelain at:
310 - 176 Gloucester Street, Ottawa ON, K2P 0A6
T:613.235.1481 X26 | F:613.230.5940 | E:nchatelain@cpf.ca