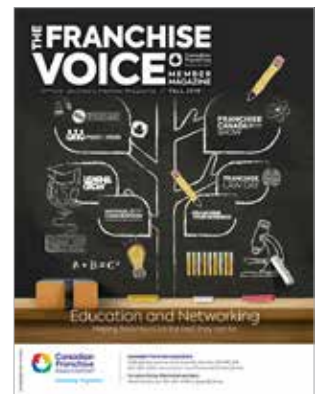


THE FRANCHISE VOICE

 **Canadian Franchise Association™**
MEMBER MAGAZINE

Media Kit 2021

Send your message directly to Canada's leading franchisors with *The Franchise Voice*.



Canada's Most Trusted Franchise Publication

As the official member magazine of the Canadian Franchise Association, *The Franchise Voice* is known industry-wide for its informative and engaging best practice articles.

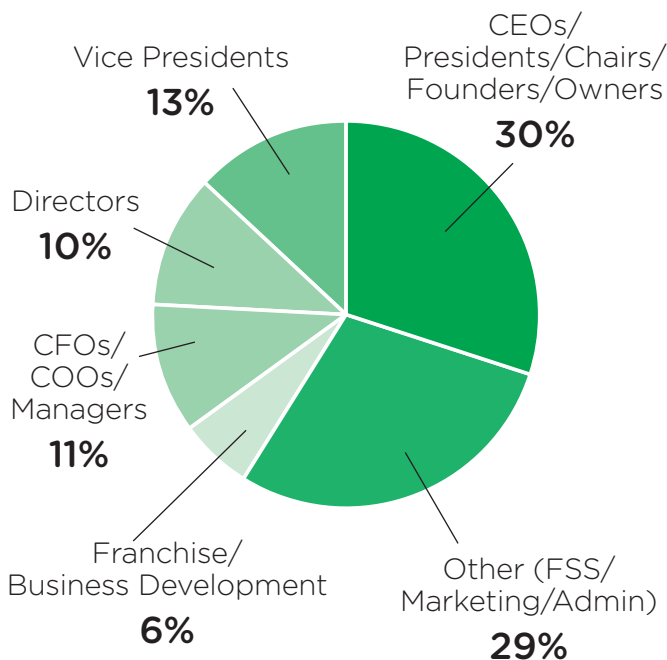
Published four times a year, *The Franchise Voice*, along with the annual Franchise Support Services / Supplier Guide, keeps members up to date on what's happening in their industry and in their association. Packed with news and articles that have been written for CFA members, by CFA members, it's the go-to resource for many of Canada's leading franchise executives.

If you want to position yourself as a key supplier or service provider to the franchise industry, there's no better place to be seen than in the pages of *The Franchise Voice*. Book your space today!

Reach Key Decision Makers

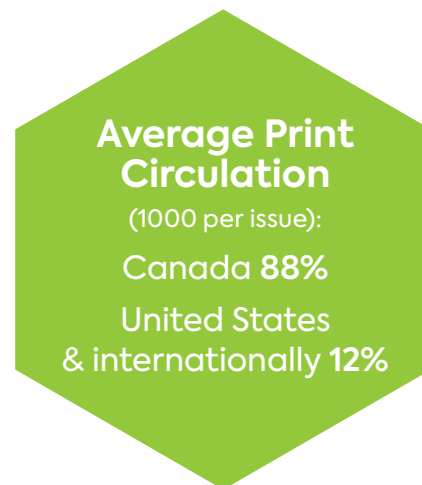
Advertising in *The Franchise Voice* puts your message directly into the hands of top franchisors across Canada. And, since advertising is exclusive to CFA members, you'll be among an elite class of service providers and suppliers who are known and trusted in the industry.

Readership Breakdown



Readership

When you advertise in *The Franchise Voice*, you reach an audience of franchise professionals and executives from across the country. Our readers represent more than 700 companies and brands in the food, automotive, B2B, retail, and other industries, plus other support service and supplier members.



The Franchise Voice Dates & Rates

The *Franchise Voice* is published four times per year, plus an annual Supplier Guide. Each issue has a cover focus, and always includes the latest news and informative editorial on topics like advocacy, legal, leadership, international franchising,

mentorship, marketing, franchisee recruitment, franchisee relations, and more!

Book Today!

Contact: Gwen Dunant at gdunant@cfa.ca or 1-877-254-0097

Issues and Closing Dates:

Issue	Space	Ad Material	Payment Due Date	Distribution
Supplier Guide 2021	Jan. 10, 2021	Jan. 17, 2021	Jan. 24, 2021	Feb. 2021
Winter 2021: Trends in Canadian Franchising	Jan. 10, 2021	Jan. 17, 2021	Jan. 24, 2021	Feb. 2021
Spring 2021: CFA National Convention	Apr. 10, 2021	Apr. 17, 2021	Apr. 13, 2021	May 2021
Summer 2021: Excellence in Franchising	Jul. 10, 2021	Jul. 17, 2021	Jul. 20, 2021	Aug. 2021
Fall 2021: Making the Most of Your CFA Membership	Oct. 9, 2021	Oct. 16, 2021	Oct. 12, 2021	Nov. 2021

Editorial and dates subject to change without notice.

Advertising Rates:

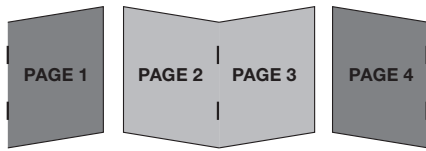
Ad Size	1 Issue	4+ Issues
4 Page Centre Pull-Out	\$3,605	\$2,827
Double Page Spread Advertorial	\$1,542	\$1,209
Double Page Spread Native Advertising	\$2,142	\$1,809
Full Page Covers (IFC, OBC, IBC)	\$1,284	\$1,007
Full Page Display Ad or Advertorial	\$1,028	\$899
1/2 Page Horizontal or Vertical	\$781	\$737
1/4 Page	\$446	\$405
Business Card	\$177	\$156
Logo Enhancement Insertion (Supplier Guide only)	\$256	-
Direct Mail Inserts (customer supplied)	\$1,855	-

Guaranteed position: add 20% to listed rates. Over covers, belly wraps, glue-ins, special spot colours: contact us for rate information at 1-877-254-0097.

Terms & Conditions: Advertising in *The Franchise Voice* is exclusive to Canadian Franchise Association (CFA) members in good standing. Advertisers understand that ads may be stacked. Advertisers certify that their advertisements adhere to the principles set forth in the Canadian Code of Advertising Standards (<https://goo.gl/YyIBpC>) and agrees to assume all liability for all content of their advertisements and assume all responsibility for any claim arising there from against CFA. The CFA reserves the right to refuse any advertisement for any reason and advertisers agree that CFA shall be under no liability for its failure for any cause to publish any advertisement. If booked by third party, the CFA member identified on the advertising contract consents and agrees to be bound by all agreements made with CFA regarding the advertising.

All advertising is typically invoiced 45 prior to payment due date or upon signing of contract (whichever is later). Payment by cheque or credit card is due on receipt of invoice. Payments are non-refundable. Failure to pay invoices after 30 days and/or prior to Payment Due Date of the issue in which ad is booked (see current rate card) may result in interruption of advertising. Ad rates are for space only and assume advertisers supply ad material. Additional charges of \$150/ hour may apply if ad creation is needed. (Ad creation will be built on CFA created templates.) Ad rates are subject to change and applicable taxes. All listed rates are net and do not include advertising agency commissions. In the event that an advertiser's contract is not fulfilled as specified, the advertiser agrees to accept and pay the resulting short-rates back to the best earned ad rate applicable within the specified contract period. CFA reserves the right to cancel any contract at any time upon default in payment of invoices. In the event of such cancellation, charges for all advertising in CFA publications shall become immediately due and payable. Should an advertiser have outstanding bills with the CFA and/or is not in good standing with the Association, CFA reserves the right to require payment for any advertising upon such terms as they may see fit.

The Franchise Voice Technical Specifications



4 Page centre Pull-out ad

Ad Size: 17" W x 11" H (x2)
With Bleed: 17 1/4" W x 11 1/4" H (x2)



Double page spread ad

Ad Size: 17" W x 11" H
With Bleed: 17 1/4" W x 11 1/4" H



Full Page

Ad Size: 8 1/2" W x 11" H
With Bleed: 8 1/4" W x 11 1/4" H



1/2 Page Horizontal

Ad Size: 7 3/4" W x 4 3/4" H
No Bleed



1/4 Page

Ad Size: 3 3/4" W x 4 3/4" H
No Bleed



1/2 Page Vertical

Ad Size: 3 3/4" W x 9 3/4" H
No Bleed



Business Card

Ad Size: 3 3/4" W x 2 1/2" H
No Bleed

Logo Enhancement Insertion

(Annual Directory only)
Supply as high resolution
EPS, TIFF, JPG or PDF

Direct Mail Inserts

- customer supplied
- 1,500 quantity

Material Requirements

FOR FULL PAGE ADS: Please include 1/8" (.125") of bleed around all sides. Offset registration/ crop marks/ colour bars so they are not touching the artwork or bleed area.

DIGITAL: Acceptable photo formats are: EPS, TIF, and JPEG. Please ensure all images are at a resolution of 300 ppi/dpi at full size and are in CMYK (not RGB) mode. Include all files. Type 1 (Postscript) fonts must have both screen and printer fonts. Graphics should be saved as EPS files. PDFs are acceptable as long as they are saved "press optimized" (300 dpi)

PREFERRED APPLICATIONS:

Macintosh – High Resolution PDF, Adobe Creative Suite

FILE TRANSFER: Stuffing files to decrease size is acceptable. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.

VISIBLE URL: Please ensure you include your company website in your Display Ad as this will be used in the digital magazine to link your ad to your website.

PLEASE SEND AD MATERIAL TO:

ads@cfa.ca, Ad materials must be submitted press-ready by ad material deadline. Additional changes will apply if artwork requires modifications by CFA at \$150/hr.