

# FRANCHISE CANADA

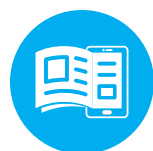


Canadian  
Franchise  
Association®

## MEDIA KIT 2025

Franchise Canada is a complete multi-channel media outlet, committed to delivering the best content to help prospective franchisees achieve their dreams and create their franchise futures. The Franchise Canada brand has been connecting the general public with franchise education and opportunities for more than 20 years and now reaches an audience of more than 800,000 people per year.

Franchise Canada is produced by the Canadian Franchise Association (CFA) and participation in these products is exclusive to CFA members.



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## Target Audience



### CFA SENIOR MANAGER, ADVERTISING & SALES



**Stephanie Philbin** can help franchisors craft a perfect advertising campaign with tailor-made solutions that effectively reach the target audience.

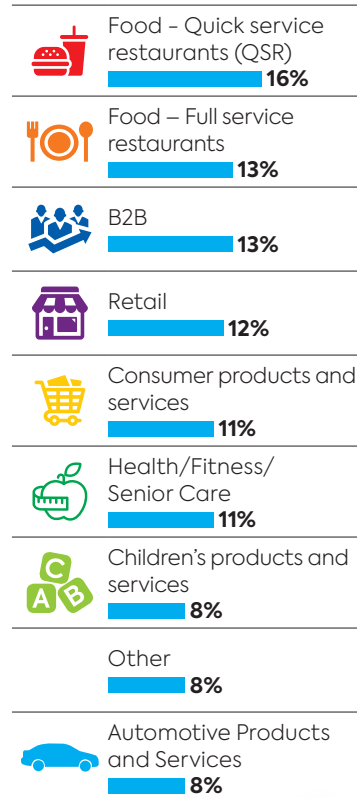
**(613) 967-9276**

**sphilbin@cfa.ca**

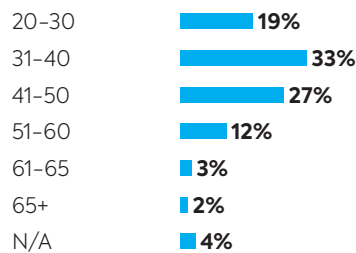
## Who We Reach

Showcase your brand to an audience of more than 800,000 serious prospective franchisees by advertising with Franchise Canada.

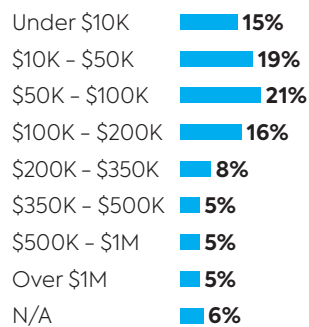
### What kind of franchise are they looking for?



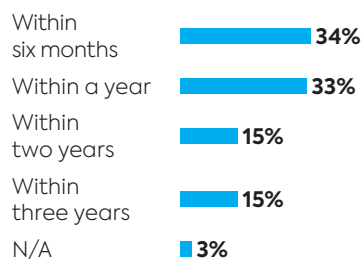
### How old are they?



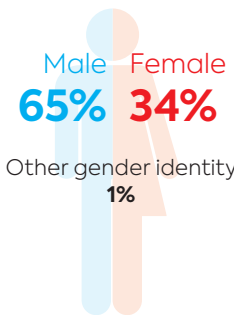
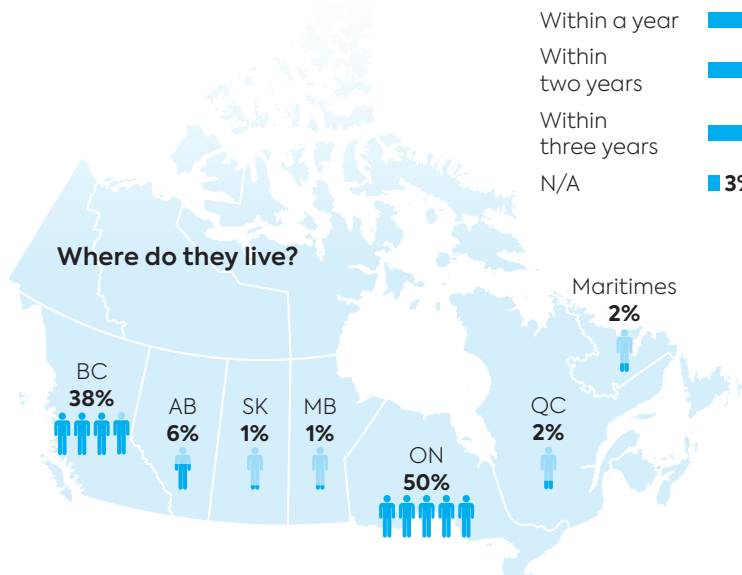
### How much money do they have to invest?



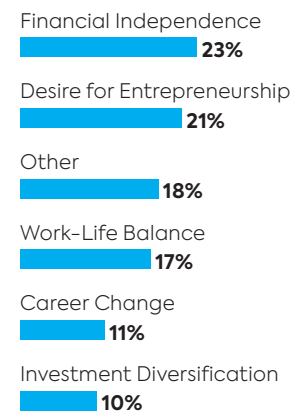
### When are they looking to invest?



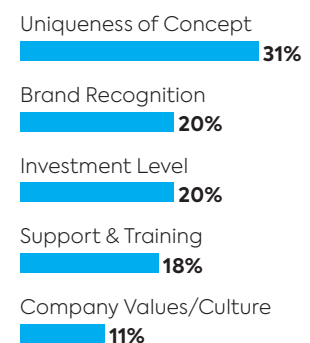
### Where do they live?



### Why do you want to become a franchisee?\*



### What do they consider most important when evaluating a franchise opportunity?



\*Results do not add up to 100% due to multiple response options.

## Franchise Canada magazine

The Canadian Franchise Association's official consumer publication, now circulated as a free digital flipbook

The magazine is focused entirely on inspiring and educating prospective franchisees about the opportunities in franchising so they can make their dreams of business ownership become reality.

Franchise Canada magazine provides:



The key building blocks of trust!

Advertising in *Franchise Canada* magazine, or in any CFA lead-generating product, aligns your brand with these values and increases your credibility in the marketplace.

AUDIENCE	FORMAT	REACH
Prospective franchisees looking to go into business for themselves through franchising	Six regular issues (two of which are also printed) and an Annual Directory	<b>34,200+</b> smart, entrepreneurial prospective franchisee subscribers

### Advertising Rates

AD SIZE	1X	3X	6X
Double Page Spread	\$2,700	\$2,450	\$2,300
Full Page	\$1,995	\$1,850	\$1,750
1/2 Page	\$1,500	\$1,300	\$1,200
1/3 Page	\$1,200	\$1,050	\$1,000
1/4 Page	\$950	\$850	\$800
Marketplace Ad	\$450	\$400	\$375
Inside Front Cover	\$2,750	\$2,500	\$2,350
Inside Back Cover	\$2,450	\$2,200	\$2,050
Outside Back Cover	\$3,000	\$2,750	\$2,600

Guaranteed Position Rates: Add 20% to listed rates

By advertising in *Franchise Canada* magazine, you also get a FREE marketplace ad, which helps put your brand in the spotlight for prospective franchisees who may recall the ads when they're ready to invest.



Certain issues are printed for Franchise Canada Shows. Contact Stephanie Philbin for more information.

## Native Advertising

Native advertising intentionally aligns your advertising message with the engaging editorial design and experience of the magazine.

### Benefits:

#### Paid Content Placement

Present your story as part of *Franchise Canada's* award-winning editorial experience.

#### Seamless Integration

Native advertising is integrated into *Franchise Canada* content so that it doesn't disrupt the reader experience.

#### Targeted Content

Persuasive and powerful marketing presented through educational storytelling and helpful tips.

#### Publication, Online, and Social

Extend the reach of your advertising campaign through publication, online, and with a social media campaign, that can be used in your own social and digital marketing. You'll also receive a high-resolution PDF version of your native ad.

### Native Advertising Rates

AD SIZE	1X
False Cover and Native Advertising Double Page Spread	\$5,950
Native Advertising Double-Page Spread (Flipbook + Online)	\$3,500
Native Advertising Full Page (Flipbook + Online)	\$3,000
Native Advertising (Online Only)	\$2,500

Flipbook Version



Online Version



**Shine the spotlight on your brand by purchasing a false cover!** The false cover is placed before the issue cover, and includes your submitted photo, logo, and website URL. You also receive a native advertising double-page spread so you can share more details about your opportunity with prospective franchisees!

## Franchise Canada Directory

The ultimate franchise resource

The *Franchise Canada* Directory is a comprehensive resource that prospective franchisees can explore to help them make the best possible investment decision.

The *Franchise Canada* Directory features

- how-to articles,
- tips and advice from franchise professionals,
- franchisee success stories,
- and more than 1,300 listings for Canadian franchise opportunities and supplier/support services professionals.

AUDIENCE	FORMAT	REACH
Prospective franchisees looking for franchise opportunities	Print and digital	<b>34,200+</b> prospective franchisee subscribers / Print circulation distributed to newsstands across Canada

### Annual Print Directory Rates

AD SIZE		1 X
Double Page Spread		\$4,250
Full Page		\$3,750
1/2 Page		\$2,499
1/3 Page		\$1,899
Inside Front Cover		\$4,299
Inside Back Cover		\$3,900
Outside Back Cover		\$4,750
Double-Sided Franchise Listings Tab		\$5,900
Double-Sided Support Service Listings Tab		\$5,900
Listing Logo		\$749
Non-Member Logo†		\$1,300
Front Cover Logo*	First Row	\$1,999
	Second Row	\$1,899
	Third Row Onwards	\$1,600

Guaranteed position in Directory: add 20% to listed rates

†Only available for franchise brands. Payment must be received in full upon receipt of signed contract.



Listing logo comes with a green background that stands out from the standard blue background, and makes your listing more eye-catching



## Franchise Canada Magazine Editorial Calendar

### Closing Dates:

ISSUE	SPACE	AD MATERIAL	PUBLICATION DATE
January/February 2025	November 29, 2024	December 6, 2024	January 6, 2025
March/April 2025	January 31, 2025	February 7, 2025	February 28, 2025
May/June 2025	March 28, 2025	April 4, 2025	May 1, 2025
July/August 2025	May 30, 2025	June 6, 2025	July 4, 2025
September/October 2025	August 1, 2025	August 8, 2025	September 2, 2025
November/December 2025	October 3, 2025	October 10, 2025	November 3, 2025
Annual Print Directory 2026	October 24, 2025	October 31, 2025	February 2, 2026

### January/February 2025

- **ISSUE FOCUS:** The Trends Issue
- **SPECIAL FRANCHISE FOCUS:** Owner-operator/service-focused franchises
- **INSIDE:**
  - Industry categories to watch in 2025
  - Economic and consumer trends
  - Tech and AI innovations
  - Travel and lifestyle franchises
  - A timeline of franchising in Canada
  - Comfort food franchises across Canada

### March/April 2025

- **ISSUE FOCUS:** The Diversity Issue
- **SPECIAL FRANCHISE FOCUS:** QSR
- **INSIDE:**
  - Women in franchising
  - Newcomers in franchising
  - BIPOC franchisees
  - Senior services franchises
  - Education franchises

### May/June 2025

- **ISSUE FOCUS:** Health and Wellness
- **SPECIAL FRANCHISE FOCUS:** Beauty and salon services
- **INSIDE:**
  - Holistic health franchises
  - Work-life balance for franchisees
  - Fitness franchises, spa services, and kids services
  - Multi-unit franchisees

### July/August 2025

- **ISSUE FOCUS:** The Excellence in Franchising Issue
- **SPECIAL FRANCHISE FOCUS:** Award Winners
- **INSIDE:**
  - Franchisee of the Year winners
  - 2025 CFA award winners
  - Remote work/mobile franchises
  - Families in franchising
  - Tradeshow prep
  - Franchisees' Choice Designees across Canada (repeat years)

### September/October 2025

- **ISSUE FOCUS:** The Food Issue
- **SPECIAL FRANCHISE FOCUS:** Business-to-Business and Commercial Services
- **INSIDE:**
  - Quick service restaurant franchises
  - Full-service restaurant franchises
  - Fusion food franchises
  - Vegetarian food franchises
  - Family-friendly dining

### November/December 2025

- **ISSUE FOCUS:** The Recession-Resistant Issue
- **SPECIAL FRANCHISE FOCUS:** Coffee and sweet treats
- **INSIDE:**
  - Home improvement services franchises
  - Veteran-friendly franchises
  - Guide to franchising
  - Home interior and restoration franchises
  - New CFA members across Canada

### Franchise Canada Directory

- **INSIDE:**
  - Easy-to-use listing of Canadian franchises and suppliers
  - Informative and engaging articles for prospective franchisees
  - Best-practice tips and advice from industry experts

\*Editorial, events, and dates subject to change without notice.

For advertising, contact: **Stephanie Philbin** [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)

[www.cfa.ca](http://www.cfa.ca) | [www.FranchiseCanada.Online](http://www.FranchiseCanada.Online) | [www.LookforaFranchise.ca](http://www.LookforaFranchise.ca)



## Sponsored Guidebooks

### Key elements:

- Sponsors contribute content for 3–5 articles, with a maximum of 1,200 words per article
- An opportunity to highlight your expertise through contributed content that showcases your brand's services and offerings
- Build trust with potential franchisees by presenting your advice and guidance in a respected format
- Delivered as an easy-to-access, downloadable digital product
- The CFA team will design, distribute, and promote the guidebook, making it easy to reach a wide network of potential clients

### Distribution

- Promoted to CFA subscriber list—more than 34,200 contacts
- Extensively promoted across all CFA social media channels (25,500+ subscribers)
- Hosted on cfa.ca, and available to download for one year

### Opportunity & Investment

- Guidebooks are exclusive to the sponsor brand
- **Only \$999:** Great value for an exclusive, reshareable product

### Sponsor Entitlements

Sponsors receive exclusive logo promotion and advertising, including:

- Prominent cover logo
- Double-page ad spread
- Downloadable digital copy of the Guidebook (share on social media and with prospective clients and business associates!)



## The CFA Franchise Spotlight

The CFA Franchise Spotlight is an annual showcase of CFA member brands from a variety of sectors, printed and distributed at upcoming Franchise Canada Shows.

Expand your reach through a brand profile submission.

### BRAND PROFILE

This is your chance to highlight your opportunity and all it has to offer prospective franchisees!

#### Each submission includes:

- half-page ad (6.75"W x 4.625"H)
- half-page advertorial (250–300 words) supplied by the brand
- logo

**Cost: \$699**





# LookforaFranchise.ca

The official online directory of the Canadian Franchise Association

Prospective franchisees can find your brand through searching by company name, location, investment, or industry.

Reaches an audience of prospective franchisees searching for specific franchise opportunities, providing financials and territory information to help them narrow down their search.

## AUDIENCE

Prospective franchisees looking for franchise opportunities

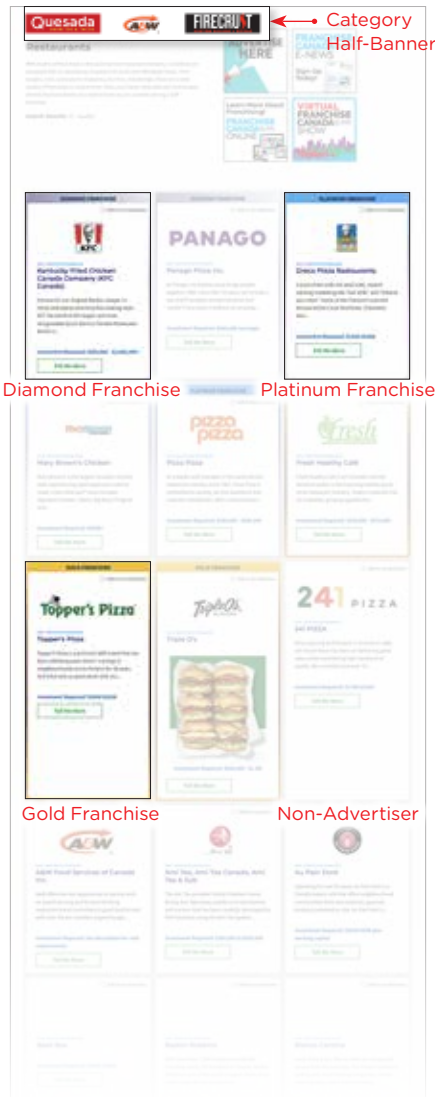
## REACH

**39,000+** avg. monthly pageviews

### PROFILE PAGE EXPANSION



### SEARCH RESULT



### HOMEPAGE



In the world of franchising, distinguishing your brand from the competition is critical. At LookforaFranchise.ca, the Quick Service Restaurant (QSR) category, for example, includes dozens of listings from CFA members. As a LookforaFranchise.ca advertiser, you can rest assured knowing that your brand is among the first that users encounter within your category!

## LookforaFranchise.ca (Packages)

DIAMOND PACKAGE (Limited Availability)	PLATINUM PACKAGE	GOLD PACKAGE
<b>Platinum Listing Placement</b> Enhance your listing visibility by appearing at the top of every search result* above all other packages.	<b>Gold Listing Placement</b> Enhance your listing visibility by appearing above Promoted Packages in every search result*	<b>Silver Listing Placement</b> Enhance your listing visibility by appearing above non-advertisers in every search result*.
<b>Showcased Listing on Homepage</b> Feature your franchise as one of the franchise listings and half-banners (234w x 60h px) on the homepage of LookforaFranchise.ca.†	<b>Category Half-Banner</b> Highlight your brand with a banner ad on your industry page (234 x 60 px, 1 of 12 spots, rotating)	
<b>Two PDF Downloads</b> Want to give prospects an immediate takeaway? You can add up to two PDFs to your listing for prospects to download.	<b>One PDF Download</b> Want to give prospects an immediate takeaway? You can add up to one PDF to your listing for prospects to download.	
<b>LookForaFranchise.ca Blog Access</b> Reach prospective franchisees with exclusive access to the LookForaFranchise.ca blog feed featured on the homepage. As a Diamond Package advertiser, you are entitled to supply up to 2 blogs per month promoting your franchise opportunity to be posted on our feed.	<b>Homepage Video</b> Feature a video of your choosing on the LookForaFranchise.ca homepage under the Featured Franchise Video section.	
<b>Category Full Banner</b> Highlight your brand with a banner ad on your industry page (500x500 px, rotating). Advertisers can also showcase videos!		
<b>Profile Page Expansion</b> Maximize your listing by expanding the content to include more details about your opportunity. You can add unlimited characters to your description and unlimited images and videos!		
<b>Customized Notification Email</b> Provide prospective franchisees with further information about your franchising opportunity with a customized email sent to users after completing the "Request Information" form. The email can contain unlimited characters, images, and links to PDF downloads.		
<b>PLUS!</b> <ul style="list-style-type: none"> <li>• Take advantage of Franchise Canada E-Blasts for only \$599 (\$200 off the regular price)</li> <li>• 15% off any à la carte add-ons</li> </ul>	<b>PLUS!</b> <ul style="list-style-type: none"> <li>• Take advantage of Franchise Canada E-Blasts for only \$599 (\$200 off the regular price)</li> <li>• 10% off any à la carte add-ons</li> </ul>	<b>PLUS!</b> <ul style="list-style-type: none"> <li>• Take advantage of Franchise Canada E-Blasts for only \$599 (\$200 off the regular price)</li> <li>• 5% off any à la carte add-ons</li> </ul>
<b>\$4,800 for 1-year term</b>	<b>\$2,000 for 1-year term</b>	<b>\$1,200 for 1-year term</b>

NOTE: Limited availability of banners for each industry page. First-come, first-served.

\*Search results applicable to your company. Listings appear in alpha order by package priority.

† Space is limited to 36 listings and half-banners, which will randomly rotate in the Showcased Franchises carousel

## LookforaFranchise.ca (À La Carte Add-Ons)

Gain added exposure through à la carte add-ons exclusive to package advertisers!

ADD-ONS	SPECS	PRICE
Homepage Takeover	1000x265 (per side)	\$1,050/month
Category Page Takeover	1000x265 (per side)	\$750/month
Leaderboard (run of site)	728x90	\$1,100/month
Homepage Carousel Banner - Position 1 (rotating)	800x300	\$450/month
Homepage Carousel Banner - Position 2 (rotating)	800x300	\$450/month
Homepage Video	YouTube or Vimeo Link	\$250/month
Additional Category	N/A	\$750/year
Homepage Pop-Up Layer Banner	500x350	\$1200/month
Category Pop-Up Layer Banner	500x350	\$750/month
Homepage Footer Bar	728x90	\$950/month
Category Footer Bar	728x90	\$750/month

Book any website display ad option for 6 or more months and receive one of the following discounts:

**6-9 months - 15% off**

**9-12 months - 20% off**

À la carte add-ons are subject to space availability. All reference to à la carte add-ons pertains to LookforaFranchise.ca. Web advertising is payable upon receipt of invoicing.



## High Click-Through Rates (CTR) & User Engagement

In January 2025, Google Ad campaigns funded and managed by the CFA delivered strong clickthrough rates (CTRs) indicating a highly engaged audience of prospective franchisees. Visitors to LookForaFranchise.ca are high-intent users, making it an ideal platform for brands looking to convert leads into franchisees.

- Two advertisers in the Educational Products & Services category had a CTR of **20.16%** and **21.62%**.
- An advertiser in the Health / Fitness / Nutrition category reached **15.11% CTR** with **307 clicks** from **2,032 impressions**

Based on Google Ad performance (January 2025), LookForaFranchise.ca offers. Franchise brands looking to grow should strongly consider advertising on LookForaFranchise.ca for cost-effective, high-impact lead generation.

## FranchiseCanada.Online

The digital hub for the Franchise Canada brand

Visitors can find all the Franchise Canada resources they need in one place: the magazine, exclusive content, podcast episodes, videos, learning resources, industry news, and more!

With fresh homepage content on each visit and new interactive features added regularly, the franchise community has extra incentive to return for the latest industry developments and opportunities.

FranchiseCanada.Online reaches prospective and existing franchisees beyond Franchise Canada magazine. The website offers engaging educational content that provides insight into everything you need to know about franchising.

Reach your next franchisee with measurable and dynamic digital advertising.

### AUDIENCE

Prospective and existing franchisees, entrepreneurs, and more looking for franchise education and information

### REACH

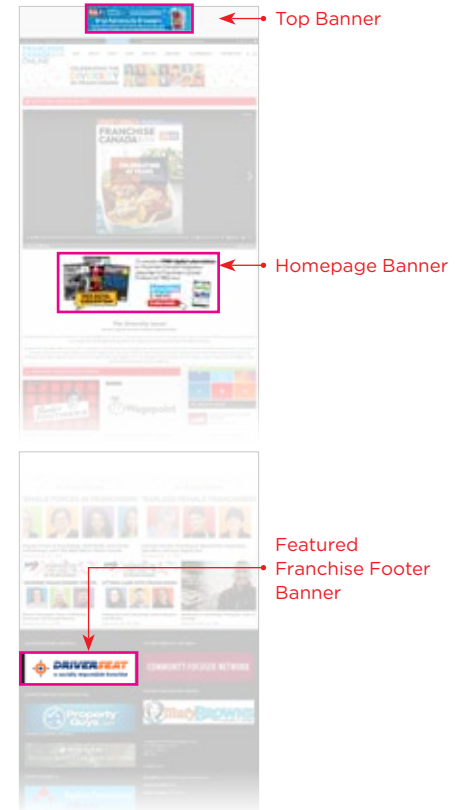
**131,905** page views in 2023

## Web Display Options

AD SIZE	SPECS	COST
*Corner Peeler – Homepage (1 available per month)	720 x 300px	\$950/month
*Corner Peeler – In Article	720 x 300px	\$500/month
*Video – Run of Site (2 available per month)	530 x 125px	\$950/month
*Background Ad – Homepage (1 available per month)	1440 x 1000px	\$950/month
*Bottom Half-Banner – Run of Site	234 x 60px	\$600/month
*Top Banner – Run of Site	530 x 125px	\$950/month
Homepage Banner (Rotating)	800 x 240px	\$950/month
Featured Franchise Footer Banner	234 x 60px	\$200/month
Video Channel (12 videos)		\$4,000/year

\*Pending availability

Web display advertising is subject to space availability. All reference to web display advertising pertains to FranchiseCanada.Online. Web advertising is payable upon receipt of invoice.



Book any website display ad option for 6 or more months and receive one of the following discounts:

**6-9 months – 15% off**

**9-12 months – 20% off**

## Franchise Canada TV Video Channel

- Features learning videos, franchisee interviews, full podcast episodes, and expert advice about franchising for prospective and existing franchisees.
- Come face to face with your audience by sponsoring your own video channel and providing educational material about your franchise opportunities.
- Sponsored videos are also promoted through Franchise Canada E-News

### AUDIENCE

Prospective and existing franchisees looking for educational content to help them succeed—including a 122% increase in subscribers since 2023

### REACH

Distributed to more than **25,500 followers** across social media, Franchise Canada TV videos received more than **18,000 views** in 2024.

**Cost: \$1,000/episode**

## Franchise Canada Chats Podcast

### Sponsored Episode

- Features franchisors, franchisees, and other industry experts who share their insights and experiences in franchising.
- You can discuss the topic, program, or new initiative of your choice. Once live, the sponsored episode will be featured on FranchiseCanada.Online and will be promoted through Franchise Canada E-News.
- Each sponsored Franchise Canada Chats podcast episode will be a maximum of 30 minutes in length and will be recorded via Zoom with the Franchise Canada Chats host.

### AUDIENCE

Prospective and existing franchisees, entrepreneurs, and franchisors interested in learning from success stories within the franchising community

### REACH

More than **3,400** episode listens in 2024 through SoundCloud, plus 1,800+ video views through YouTube

**Cost: \$1,000 per episode**





## Franchise Canada Chats Podcast

### Commercial Sponsorship

- Includes one 15-second audio advertisement in each episode of the podcast season – either at the beginning, middle, or end of the episode dependent on a rotation of three sponsored brands per season.
- Audio advertisements can either be narrated by the Franchise Canada Chats host with a script provided by you, or you can send in the full audio clip narrated and edited by your team.

**BONUS:** receive sponsorship recognition on the Franchise Canada Chats main page and on each episode's landing page – with your logo and a link to your franchising website.

#### REACH

**3,550+** episode listens in 2024 through SoundCloud, plus 1,500+ video views through YouTube

**Cost: \$1,000 per one season sponsorship**

### Sponsored Guest Host

Have a knack for chatting and interviewing, and a desire to promote your brand? Then the guest host opportunity is for you!

As the guest host, you'll:

- interview fellow CFA members, including franchisors, franchisees, and suppliers, for 10-12 episodes that are coordinated by the Franchise Canada Chats producer.

Receive:

- a prerecorded sponsorship mention at the start of each episode in the season.
- sponsorship recognition in the marketing of all new episodes, including in Franchise Canada E-News and on social media.
- additional sponsorship recognition, with your brand's logo and a hyperlink on the Franchise Canada Chats main page for the duration of the season. Your logo and link will also live on the season's landing page.
- a link to your brand's website and mention of your guest host sponsorship on each episode page.

#### REACH

**3,550+** episode listens in 2024 through SoundCloud, plus 1,500+ video views through YouTube

**Cost: \$5,000 per guest host sponsorship**





## Franchise Canada E-News

- Featuring industry news, success stories, and the latest franchise opportunities
- Reaches prospective franchisees through banner ads and/or sponsored messages for franchise opportunities and education about the franchise business model.

AUDIENCE	REACH
Prospective franchisees looking for learning and franchise opportunities sent directly to their inbox	<b>34,200+</b> subscribers <ul style="list-style-type: none"> <li>• 2x per month</li> <li>• 30 per cent open rate, five per cent click-through rate so advertisers reach an engaged audience of Canadians who are serious about their franchise search!</li> </ul>

### Costs:

**Top Banner Ad:** \$250 per newsletter  
(570 x 90px image with a click-through URL)

**Middle Banner Ad:** \$150 per newsletter  
(570 x 90px image with a click-through URL)

**Sponsored Message:** \$325 per newsletter  
(up to 500 characters of copy with logo and click-through URL)



## Franchise Canada E-Blast

- Reach prospective franchisees with a powerful, customized email message that we'll send out on your behalf to our **more than 26,600 subscribers**.
- Use e-blasts to shine the spotlight on your opportunity for prospective franchisees who are actively looking for franchise opportunities in their area

AUDIENCE	REACH
Prospective franchisees looking for new and existing franchise opportunities directly from franchisors	<b>26,600+</b> subscribers

**Cost: \$799**

\*Limit of one e-mail blast per month per advertiser



**NEW OPPORTUNITY**

## Franchise Spotlight

- Sent out bi-weekly, the Franchise Spotlight email campaign increases the brand awareness of your franchise opportunity by reaching the CFA's more than 34,200 subscribers. Use your spot in the Franchise Spotlight campaign to reach prospective franchisees who are actively looking for opportunities in their area!

**AUDIENCE**

Prospective franchisees looking for new and existing franchise opportunities directly from franchisors

**REACH**

**34,200+** subscribers

**Cost: \$250 per listing**



## Sponsored Social Media Post

Spread the news about your franchise opportunity!

- connect directly with the CFA's audience through our sponsored social media posts.
- get your message to more than 25,000 followers and quality leads.
- send us a short promotional message, image, and click-through URL, and we'll take care of the rest. What's more, we'll boost your post on one of our four platforms so you can reach even more people!

### AUDIENCE

Prospective and existing franchisees, entrepreneurs, franchisors, and more looking to connect with content and events provided by the CFA

### REACH

**25,500+** followers across Facebook, Twitter, Instagram, and LinkedIn

**Cost: \$500 per post\***

\*280 characters including URL for Twitter and up to 50 words including URL for Facebook and LinkedIn + Image at 9:16 or 16:9

### Follow Us!

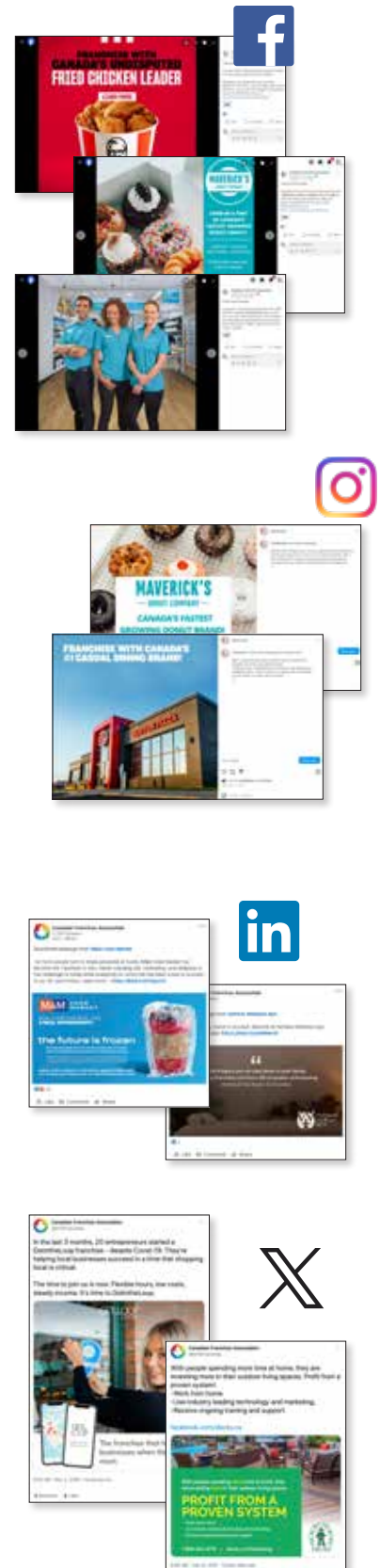
 @CFAFranchise

 @canadianfranchiseassociation

 Canadian Franchise Association

 @cfafranchise

 @cfafranchise

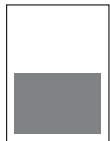


For advertising, contact: **Stephanie Philbin** [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)

[www.cfa.ca](http://www.cfa.ca) | [www.FranchiseCanada.Online](http://www.FranchiseCanada.Online) | [www.LookforaFranchise.ca](http://www.LookforaFranchise.ca)


**FULL PAGE**

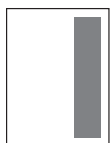
Ad Size: 8.125" W x 10.875" H  
 With Bleed†: 8.375" W x 11.125" H


**1/2 PAGE HORIZONTAL**

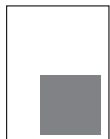
Ad Size: 6.75" W x 4.625" H  
 No Bleed


**1/2 PAGE VERTICAL**

Ad Size: 3.25" W x 9" H  
 No Bleed


**1/3 PAGE VERTICAL**

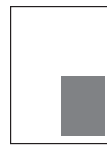
Ad Size: 2.25" W x 9" H  
 No Bleed


**1/3 PAGE SQUARE**

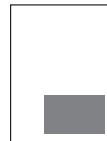
Ad Size: 4.4167" W x 4.625" H  
 No Bleed


**1/3 PAGE BANNER**

Ad Size: 6.75" W x 3" H  
 No Bleed


**1/4 PAGE OLD VERTICAL**

Ad Size: 3.25" W x 4.5" H  
 No Bleed


**1/4 PAGE SQUARE**

Ad Size: 4.4167" W x 3.625" H  
 No Bleed


**1/4 PAGE BANNER**

Ad Size: 6.75" W x 2.375" H  
 No Bleed


**DOUBLE PAGE SPREAD AD**

Ad Size: 16.25" W x 10.875" H  
 With Bleed: 16.5" W x 11.125" H


**1/2 PAGE SPREAD AD**

Ad Size: 16.25" W x 5.5" H  
 With Bleed: 16.5" W x 5.625" H


**MARKETPLACE AD** Ad Size: 3.25" W x 4.5" H

(All Marketplace ads will be created with CFA template.)

Logo: Supply as high resolution EPS, TIFF, JPG or PDF

Word Count: Approximately 200 words (Please be sure to include your contact information and web address!)

**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 and/or Marketplace Ad as this will be used in the digital magazine to link your ad to your website.

Please send ad material to: [sphilbin@cfa.ca](mailto:sphilbin@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.

## Terms and Conditions

### General Information

Advertising in *Franchise Canada* is exclusive to Canadian Franchise Association (CFA) members in good standing, with the exception of *Franchise Canada* Print Directory Listing Logos. 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 (<http://goo.gl/YylBpC>). The advertiser agrees to assume all liability for all content (including text, representation, and illustration) 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 the 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 by regarding the advertising.

### Contract and Billing

All advertising is typically invoiced 45 prior to payment due date or upon signing of contract (whichever is later). Payment by credit card or electronic transfer is due in advance, upon 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 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 template.) 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 *Franchise Canada* products 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.

GST/HST Registration Number:  
R122972920

QST Registration Number:  
1212953071

Please make cheques payable to:  
Canadian Franchise Association  
116-5399 Eglinton Ave W  
Toronto, ON M9C 5K6

For questions about your order:  
Email: [sphilbin@cfa.ca](mailto:sphilbin@cfa.ca)