



Canadian Franchise Association®

MEDIA KIT 2024-25

FSS MEMBERS

The Canadian Franchise Association (CFA) is proud to offer our Franchise Support Services/Supplier (FSS) members a wide range of opportunities to get their message directly into the hands of the top franchisors across Canada. If you want to position yourself as a key supplier or service provider to the franchise industry, there's no better place than the CFA's content channels and media outlets.

As an FSS Member, you have a unique opportunity to provide your insight as a supplier to the CFA Franchise System membership base through CFA.ca, the Members Only Area, the FSS E-Blast, and other advertising platforms, which all specifically target key decision-makers within the Canadian franchising industry.



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SOCIAL MEDIA

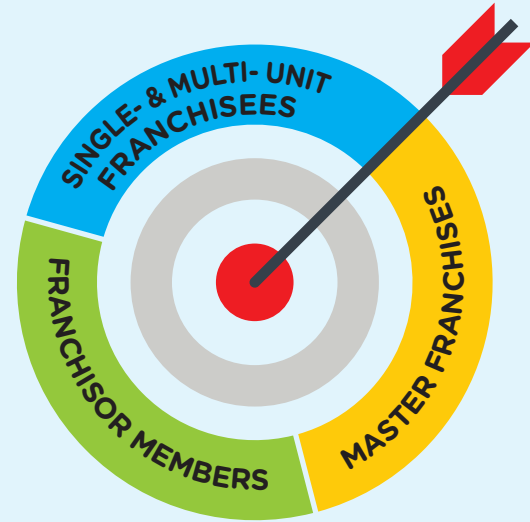
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PUBLICATIONS

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Target Audience



CFA ADVERTISING REPRESENTATIVE



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

CFA.ca

Google “franchising in Canada,” and the CFA’s corporate website will always be among the first organic search results. That’s because our domain authority and aggressive marketing campaigns ensure we’re Canada’s top online source for franchise information.

Every year, more than 100,000 franchisors and franchisees turn to CFA.ca for answers to their franchising questions.

Build your brand on Canada’s #1 franchise website!

All FSS members receive a free member listing on CFA.ca, but you can turn basic listing into a full profile page and rank higher than your industry competitors with one of our listing packages and display advertising options. Available at various price points, there’s an option for every budget.

Leverage our credibility and audience by advertising today. There’s never been a better time to enhance your presence on CFA.ca!

AUDIENCE

Franchisors, prospective and existing franchisees, entrepreneurs, founders, presidents, CEOs, and other senior franchise executives, along with any Canadian looking to learn more about franchising in Canada.

REACH

412,000+ site-wide pageviews in 2023

HOMEPAGE



CFA.ca (Display Advertising Options)

ADD-ONS	SPECS	PRICE
Leaderboard (run of site)	980x120	\$750/month
Homepage Carousel Banner - Position 1 (rotating)	300x162	\$350/month
Homepage Pop-Up Layer Banner	500x350	\$800/month
Interior Page Pop-Up Layer Banner	500x350	\$350/month
Homepage Footer Bar	980x120	\$400/month
Interior Page Foot Bar	980x120	\$200/month

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

6-9 months - 15% off
9-12 months - 20% off

Display advertising is subject to space availability. All reference to display advertising pertains to www.cfa.ca. Web advertising is payable upon receipt of invoicing.

Members Only Area

The CFA.ca Members Only Area provides CFA members with access to a wide range of administrative tools and engaging content to help them get the most out of their membership. The content featured here is aimed at equipping franchising professionals with the knowledge they need to succeed.

CFA Members can tap into the incredible insight of the Canadian franchising community through The Franchise Voice. Published exclusively in the CFA.ca Members Only Area, The Franchise Voice is all about picking the brains of successful franchisors and franchise brands across the CFA membership base. Through our community-based content, franchisors and suppliers alike can learn about the value of utilizing tried and proven practices and how they could be applied to their own businesses.

AUDIENCE

The Members Only Area is accessible to all CFA members and their employees, including franchisees, founders, presidents, CEOs, and other senior franchise executives.

REACH

4,338 CFA Member Contacts

Display Advertising options

AD SIZE	SPECS	COST
Homepage Half Banner	234x60	\$150/month
Interior Page Half Banner	234x60	\$75/month
Login page Pop-Up Layer Banner	500x350	\$600/month
Homepage Footer Bar	728x90	\$350/month
Interior Page Foot Bar	728x90	\$200/month
Homepage Carousel Banner - Position 1 (rotating)	672x360	\$250/month

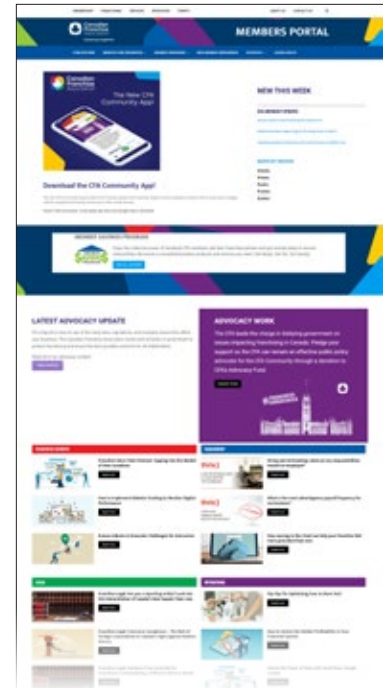
NOTE: Limited availability of banners for each page. First come, first served.

Sponsored Content

Tell your story in a meaningful and engaging way with sponsored content. Sponsored content intentionally aligns your advertising message with the editorial design and experience of the CFA.ca Members Only Area. Advertising under The Franchise Voice banner puts your message directly into the hands of top franchisors across Canada.

All Sponsored Content is featured prominently in the Members Only Area, and promoted through social media and the CFA's Updater and Weekly Recap email campaigns. Sponsored Content is archived in the Members Only Area and is available indefinitely.

Cost: \$800 per article (800 to 1,200 words)



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

6-9 months - 15% off
9-12 months - 20% off



FSS E-Blast

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 CFA's new advertising offering: **Featured Franchise Support Services/Suppliers E-Blast!**

Distributed once a month (every second Wednesday of each month), our Featured Franchise Support Services/Suppliers E-Blast gets your message into the inboxes of more than 1,500+ franchising professionals across more than 60 franchise categories. With an open rate of 29%, the FSS E-Blast is exclusive to CFA members, putting you among an elite class of service providers and suppliers who are known and trusted in the industry.

It's easy! Send us the content and we'll handle the rest!

***Ad material for the FSS E-Blast includes 50-55 words of copy, click-through link, and image in PNG (preferred) or JPG format.**

AUDIENCE

Franchise System Members, founders, presidents, CEOs, and other senior franchise executives

REACH

1,500+ CFA members

Cost: \$200 per listing in E-Blast



E-Newsletters

CFA Updater E-News

Offering a quick snapshot of what’s happening at the CFA, our weekly e-newsletter is one of our most popular communications. With an average open rate of 35%, the Updater lets you reach an engaged audience of franchise leaders. The CFA Updater E-News can drive traffic to your website with a customized message that stands out as the Updater offers a quick snapshot of news and events, meaning your ad will be highly visible to CFA Members.

AUDIENCE

All CFA members and their employees, including franchisees, founders, presidents, CEOs, and other senior franchise executives.

REACH

2,300 subscribers*
 *as of March 25, 2024

Cost:

- Top Horizontal Banner Ad: \$150 per issue (570 x 90px)**
- Mid Horizontal Banner Ad: \$100 per issue (570 x 90px)**
- Sponsored Message: \$250 per issue (up to 200 words)**



Sponsored Social Media Post

Through our Sponsored Social Media Posts, you can connect directly with the CFA's social media audience to spread the news about your services as a franchise support system supplier, all for only \$500!

With more than 22,000 followers across all of our social media accounts, you'll get your message to quality leads who are passionate about franchising and want to know more about ways they can grow their franchise systems.

All you have to do is send us a short promotional message, image, and click-through URL, and we'll do 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

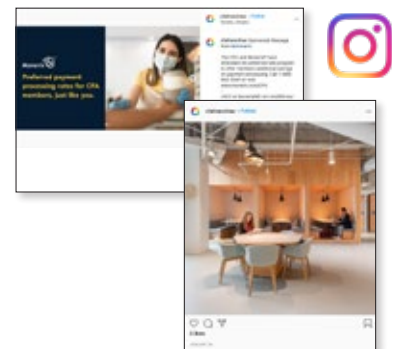
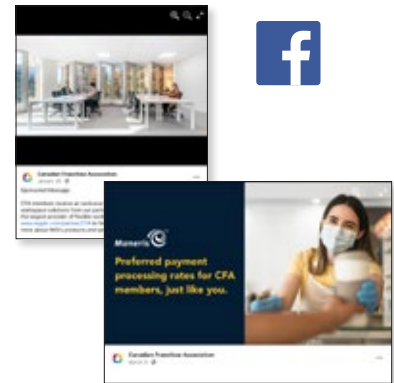
22,000+ followers across Facebook, Twitter, Instagram, and LinkedIn

Cost: \$500 per post*

*280 characters including URL for Twitter and up to 50 words including URL for Facebook and LinkedIn + Image at 1200x628px and 1080x1080px

Follow Us!

-  @CFAFranchise
-  @canadianfranchiseassociation
-  Canadian Franchise Association
-  @cfafranchise
-  @cfafranchise



For advertising, contact: **Stephanie Philbin** sphilbin@cfa.ca

www.cfa.ca

The Franchise Voice Member Magazine

As the official member magazine of the Canadian Franchise Association (CFA), *The Franchise Voice* is known industry-wide for its informative and engaging best practice articles. Published four times a year, *The Franchise Voice* keeps members up to date on what's happening in their industry and within their association.

The Franchise Voice magazine is a digital publication that is available to readers as flipbooks within the Member's Only Area of CFA.ca and through email distribution. Distributed and made available to the CFA's more than 550 franchise system and franchise support supplier members, *The Franchise Voice* is seen by thousands of key decision-makers within the Canadian franchising industry, reaching an audience of CEOs, Presidents, Vice Presidents, Franchise Development Directors, COOs, and other franchising executives.



AUDIENCE	REACH
Franchise System Members, founders, presidents, CEOs, and other senior franchise executives	7,300+ CFA Member Contacts

Advertising Rates

AD SIZE	1 INSERTION	4 INSERTIONS (10% discount)
Cover-on-Cover Includes: • Front Cover • Inside Front Cover Full Page ad • Native Advertising Double Page Spread	\$1,995	\$1,800
Double Page Spread	\$1,500	\$1,350
Full Page	\$995	\$895
1/2 Page	\$695	\$625
1/4 Page	\$450	\$400

GET YOUR COMPANY FEATURED EXCLUSIVELY ON THE COVER

The featured brand also gets the **inside front cover ad** as well as a **native advertising double page spread** inside the issue



YOUR BRAND ON COVER →

← **ACTUAL COVER**

PLUS: INSIDE FRONT COVER AD & NATIVE ADVERTISING DOUBLE PAGE SPREAD

The Franchise Voice Member Newsletter Editorial Calendar*

*Editorial Calendar Subject to Change

Closing Dates:

ISSUE	SPACE	AD MATERIAL	PUBLICATION DATE
2024 Supplier Directory	March 15, 2024	March 22, 2024	April 1, 2024
Summer 2024	July 19, 2024	July 26, 2024	August 1, 2024
Fall 2024	September 13, 2024	September 20, 2024	October 1, 2024
Winter 2025	January 17, 2025	January 24, 2025	February 1, 2025
Spring 2025	April 11, 2025	April 18, 2025	May 1, 2025

The Franchise Voice 2024 Summer

- **ISSUE FOCUS:** The New State of Franchise Marketing
- **TAKEAWAYS:** This issue will provide insight into the latest automation tools and software available to optimize franchise marketing campaigns and help nurture leads more effectively and efficiently. We will share insights into implementing a strategic approach that leverages these tools to both drive and convert leads into phone calls and prospects. The issue will also cover the benefits of automation, including the ability to save valuable time and money, attract more qualified leads, and expand your franchise network in a sustainable and scalable way.

The Franchise Voice 2024 Fall

- **ISSUE FOCUS:** Framework for Success: Attracting, Onboarding, Coaching, and Developing High-Performing Franchisees
- **TAKEAWAYS:** Finding exceptional franchisees who are poised to drive success and growth. This issue explores strategies, traits, and best practices for identifying and selecting high-performing individuals to join a franchise network.

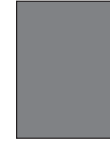
The Franchise Voice 2025 Winter

- **ISSUE FOCUS:** The Importance of Franchising Leadership
- **TAKEAWAYS:** Effective leadership within a franchise system sets the tone for organizational culture, establishes clear direction, and inspires commitment from franchisees and employees alike. Strong franchise leaders possess the vision to anticipate industry trends, the strategic acumen to navigate challenges, and the ability to foster innovation and adaptation. This issue aims to dissect the nuances of leadership, providing tailored insights that directly apply to the unique demands of leading in the franchise industry.

The Franchise Voice 2025 Spring

- **ISSUE FOCUS:** The Importance of Diversity
- **TAKEAWAYS:** We dive deep into the world of franchising in Canada and explore the crucial topic of diversity and inclusion within the industry. We uncover the efforts, challenges, and successes of Canadian franchisors and franchisees in fostering diverse and inclusive environments. Through insightful conversations with thought leaders, entrepreneurs, and experts, we'll highlight the importance of representation, equity, and the positive impact of embracing diversity in the Canadian franchising landscape.

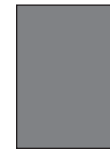
Technical Specifications:



COVER ON COVER
1,200 words + 3-4 images
Full page ad



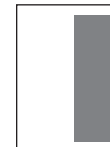
DOUBLE PAGE SPREAD
16.25" W x 10.875" H



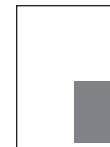
FULL PAGE
8.125" W x 10.875" H



1/2 PAGE HORIZONTAL
6.75" W x 4.625" H



1/2 PAGE VERTICAL
3.25" W x 9" H



1/4 PAGE
3.25" W x 4.5" H

NEW OPPORTUNITY

The CFA Franchise Spotlight

The CFA Franchise Spotlight is an annual showcase of the CFA’s member brands and the franchisees who make them successful, printed and distributed at upcoming Franchise Canada Shows.

Expand your reach through a brand profile and/or franchisee 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

FRANCHISEE PROFILE

Your franchisee’s achievement is your achievement. Highlight your star franchisees and celebrate their success in front of the whole Canadian franchise industry.

Nominate a franchisee to appear in the 2024 edition of the Franchise Spotlight.

Each submission includes:

- half-page ad (6.75”W x 4.625”H)
- half-page advertorial (200–300 words) supplied by the brand
- franchisee headshot
- logo

Cost: \$699



Terms and Conditions

General Information

Advertising on CFA.ca is exclusive to Canadian Franchise Association (CFA) members in good standing. Advertisers certify that their advertisements adhere to the principles set forth in the Canadian Code of Advertising Standards*. 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 against CFA. The CFA reserves the right to refuse any advertising 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 a third party, the CFA member identified on the advertising contract consents and agrees to be bound by all agreements made with the CFA regarding the advertising.

Contract and Billing

All advertising is typically invoiced upon receipt of contract. Payment by cheque or credit card is due upon receipt of invoice. Payments are non-refundable. Failure to pay invoices after 30 days may result in interruption of advertising. Ad rates are for space only and assume advertisers supply material. Additional charges of \$150/hour may apply if ad creation is needed. Ad rates are subject to change and to applicable taxes. All listed rates are net and do not include advertising agency commissions. The CFA reserves the right to cancel any contract at any time upon default in payment of invoices. Should an advertiser have outstanding bills with the CFA and/or is not in good standing with the Association, the CFA reserves the right to require payment for any advertising upon such terms as they 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