

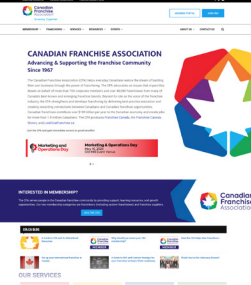



Let the CFA Get Your Message Out!

Say hello to the CFA's cornerstone brand awareness products! Our team can help you determine the right mixture of multi-channel products to get your company in front of franchise systems looking for services like yours.

Contact **Stephanie Philbin** for more information: sphilbin@cfa.ca or **613-967-9276**



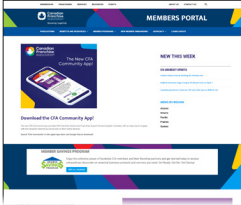


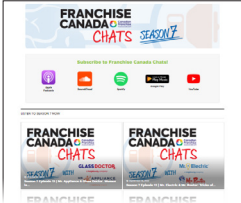
	BRAND AWARENESS PRODUCT	AUDIENCE	REACH
	<p>The Franchise Voice A quarterly digital publication outlining industry best practices and insights</p> <p>CLICK HERE FOR A SAMPLE ISSUE</p> <p>FULL MEDIA KIT (PAGE 7)</p>	<p>CFA member contacts</p>	<p>More than 7,300 recipients across the CFA's 600+ franchise systems and franchise services/suppliers</p>
	<p>Franchise Services/Supplier E-Blast A monthly email to franchise professionals highlighting the services of several FSS members</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 4)</p>	<p>CFA franchise system members</p>	<p>More than 2,400 engaged CFA members; open rate of 34%</p>
	<p>CFA.ca The official website of the Canadian Franchise Association</p> <p>VISIT CFA.CA WEBSITE</p> <p>FULL MEDIA KIT (PAGE 2)</p>	<p>Members of the franchise community and those interested in franchising</p>	<p>More than 100,000 visitors each year, and more than 415,000 pageviews in 2023</p>
	<p>CFA Updater A weekly email snapshot of what's happening at the CFA</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 5)</p>	<p>All CFA members and their employees, including franchisees, founders, presidents, CEOs, and other senior franchise executives</p>	<p>3,700+ subscribers; open rate of 35%</p>

Boost Your Brand Even More!

Looking to elevate your company in the eyes of franchise systems? These add-on brand awareness products will help ensure you stand out in the crowd.

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BRAND AWARENESS PRODUCT	AUDIENCE	REACH
	<p>Members Only Area</p> <p>Part of CFA.ca; contains a wide range of administrative tools and content for members, including content from The Franchise Voice</p> <p>VISIT OUR MEMBERS ONLY AREA</p> <p>FULL MEDIA KIT (PAGE 3)</p>	<p>Accessible to all CFA members and their employees, including franchisees and C-suite executives</p> <p>More than 4,300 members</p>
	<p>Sponsored Guidebooks</p> <p>An exclusive, sponsored digital flipbook for FSS members to highlight their industry expertise and services</p> <p>CLICK HERE FOR A SAMPLE</p> <p>FULL MEDIA KIT (PAGE 7)</p>	<p>CFA FS members</p> <p>Promoted to 28,000+ email contacts, as well as through the CFA's social media channels (23,000+ followers); downloadable for one year</p>
	<p>Franchise Canada FSS Directory</p> <p>An annual digital directory of the CFA's FSS members, including helpful information and articles to educate and inform FS members</p> <p>CLICK HERE FOR A SAMPLE</p> <p>CONTACT US FOR MORE INFO</p>	<p>CFA member contacts</p> <p>4,400+ subscribers as well as through the CFA's social media channels (23,000+ followers)</p>
	<p>Franchise Canada Chats</p> <p>The CFA's official podcast that features franchisors, franchisees, and other industry experts who share their experiences in franchising</p> <p>LISTEN TO OUR PODCAST</p> <p>FULL MEDIA KIT (PAGE 14)</p>	<p>Prospective and existing franchisees, entrepreneurs, and those looking for franchise education and information</p> <p>Over 5,700 episode plays in 2023</p>