



2011 Website Advertising Rates

The Canadian Association of the Deaf (CAD) is the national organization of deaf people. We protect and promote the needs, rights, and concerns of this country's estimated 310,000 profoundly deaf citizens.

Last year alone our site received over 2,000,000 hits. Our site is frequented by the families and friends of deaf people, support and service providers, policy-makers, employers and educators, the public at large, and of course Deaf consumers from all over the world.

The CAD is a bilingual organization and requires advertisements in both official languages. Additional charges apply if CAD needs to translate your text and re-format your advertisement to meet our bilingual requirements.

PRICE PER BILINGUAL DISPLAY ADS:

SIZE (w x h)		1 MONTH	4 MONTHS
Right Hand card	240 x 160 pixels 8.47 x 5.54 cm	\$ 200 registered charity* \$ 500 all others	\$ 500 registered charity* \$ 850 all others
Page Header	466 x 80 pixels 16.44 x 3.53 cm	\$ 350 registered charity* \$ 650 all others	\$ 1,000 registered charity* \$ 1,200 all others

* Must provide charitable registration number with all orders.

PRICE FOR ADS NEEDING TRANSLATION AND RE-FORMATTING:

PER ADVERTISEMENT	PROCUREMENT FEE
English to French	\$ 500

DIGITAL REQUIREMENTS:

- ✓ PC format files are accepted and ads must be sized correctly.
- ✓ Accepted file formats: JPG, GIF.
- ✓ Line art resolution should be at least 150 dots per inch.
- ✓ Ads will be inserted on the first day of the month.
- ✓ Customer supplied artwork must adhere to all trademark and copyright laws.
- ✓ An official logo must appear on all advertising
- ✓ Space sold is on a first come first served basis
- ✓ Advertising to be furnished by advertiser in two formats, English and a separate French version.

THE CANADIAN ASSOCIATION OF THE DEAF RESERVES THE RIGHT TO:

- Refuse any advertising on the basis of editorial discretion.
- Terminate advertising at any time or any reason.
- Label an ad as advertisement if it cannot be easily distinguished from content.

Products and/or services advertised by external organizations on the www.cad.ca website are in no way endorsed by CAD.

Donations to the Canadian Association of the Deaf are always welcome. Payment for advertising in excess of the above rates may be made and a charitable donation tax receipt will be issued for the amount in excess of the desired advertising rate.

For more information, contact Scott Wood at swood@cad.ca:

Canadian Association of the Deaf

Suite 203 • 251 Bank Street • Ottawa, Ontario • K2P 1X3
 TTY (613) 565-8882 • Voice: (613) 565-2882 • Fax: (613) 565-1207

Charitable Business No. 10807 5003 RR0001 No. d'entreprise charitable



2011 Website Advertising Rates For Non-Profits

The Canadian Association of the Deaf (CAD) strongly believes that building stronger organizations help to build stronger communities. It is for this reason that we extend our advertising space to community based organizations at reduced and affordable rates. In order to benefit from the below price rates you must provide your Charitable Business Number which is awarded all registered non-profits in Canada.

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PRICE PER BILINGUAL DISPLAY ADS:

SIZE (w x h)	1 MONTH	4 MONTHS
Right Hand card 240 x 160 pixels 8.47 x 5.54 cm	\$ 200	\$ 500
Page Header 466 x 80 pixels 16.44 x 3.53 cm	\$ 350	\$ 1,000

PRICE

FOR ADS NEEDING TRANSLATION AND RE-FORMATTING:

PER ADVERTISEMENT	PROCUREMENT FEE
English to French	\$ 500

DIGITAL REQUIREMENTS:

- ✓ PC format files are accepted and ads must be sized correctly.
- ✓ Accepted file formats: JPG, GIF.
- ✓ Line art resolution should be at least 150 dots per inch.
- ✓ Ads will be inserted on the first day of the month.
- ✓ Customer supplied artwork must adhere to all trademark and copyright laws.
- ✓ An official logo must appear on all advertising
- ✓ Space sold is on a first come first served basis
- ✓ Advertising to be furnished by advertiser in two formats, English and a separate French version.

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