



2022 Website Advertising Rates

The Canadian Association of the Deaf - Association des Sourds du Canada (CAD-ASC) is the national organization of deaf people. We protect and promote the needs, rights, and concerns of Deaf Canadians. Our website is frequented by the families and friends of deaf people, support and service providers, policy-makers, employers and educators, the public at large, governments and crown corporations, and consumers from all over the world.

The CAD-ASC is a bilingual organization and requires advertisements in both official languages. Additional charges apply if CAD-ASC 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	3 MONTHS
Business 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* \$ 1,500 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. **NOT PDF !**
- ✓ 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

CAD-ASC 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-ASC.

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 info@cad.ca

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