



Support CFAA by advertising

The Canadian Fire Alarm Association

Advertising Information Package



CFAA

CANADIAN
FIRE ALARM
ASSOCIATION

ACAI

L'ASSOCIATION
CANADIENNE
D'ALARME INCENDIE





Advertising with the Canadian Fire Alarm Association

The CFAA Journal is migrating toward an electronic format in the year 2016. It will be mainly published online. Hard copy format versions will be limited.

Advertising supports your CFAA Association. With a distribution of 10,000 online subscribers per publication, the CFAA Journal is distributed across Canada to a wide selection of Fire Alarm and Life Safety Industry Associations, Fire Safety & Security Companies, Municipal Offices, Federal & Provincial Government Regulatory Agencies, Fire Chiefs, Authorities Having Jurisdiction, all CFAA members and all CFAA Registered Technicians.

The CFAA produces an informative, educational, full colour, bilingual Journal magazine four times a year for all of its members and registered technicians. Electronic versions of the Journal can be found at: www.cfaa.ca/Journal.aspx.

Distribution Schedule

The CFAA Journal is published quarterly, once per season. The circulation dates are as follows for 2016.

Issue	Advertising Closing	Distribution Date
Spring 2016	January 6, 2016	February 29, 2016
Summer 2016	April 6, 2016	May 26, 2016
Autumn 2016	July 6, 2016	August 26, 2016
Winter 2016	October 4, 2016	November 25, 2016

Advertising Fees & Rate Chart

The CFAA allows member companies (Participating, Provincial and National members) to advertise in the quarterly Journal but reserves the right to approve and disapprove advertisements at its own discretion. All of the ads in the CFAA Journal are in full colour (CMYK colour).

Advertising space is limited in each issue of the quarterly Journal, which leads to the 'first right of renewal' to the most recent advertiser. All subsequent advertisement requests will be processed on a first-come, first-served basis and every effort will be made to accommodate these requests.

The following chart describes the available sizes and possible advertisements that can be accommodated within the CFAA Journal. **Magazine size is 7.75" x 10.75"**.

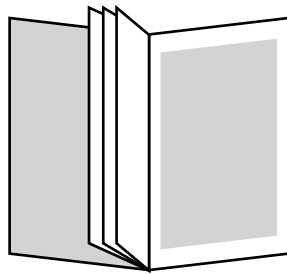
To reserve your ad space for the upcoming issue of the CFAA Journal, you must submit all required information (found in the submission section) along with all fees associated with all ads being placed before the submission deadline of the upcoming publication.



Back Cover

(Full Bleed)

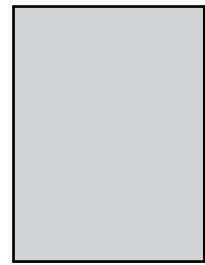
Dimensions: 8" x 11"



Inside Front/Back Cover

(Full Bleed or Live Area)

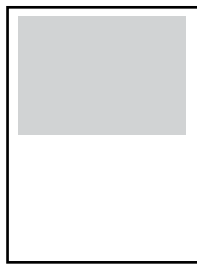
Dimensions: 8" x 11" or 6.75" x 9.75"



Inside Full Page

(Full Bleed or Live Area)

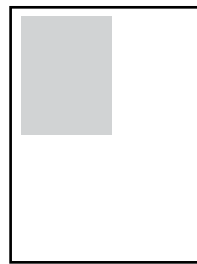
Dimensions: 8" x 11" or 6.75" x 9.75"



Half Page

(Live Area)

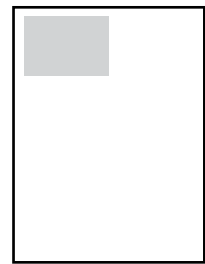
Dimensions: 7.25" x 4.75"



Quarter Page

(Live Area)

Dimensions: 3.5" x 4.75"



Business Card Size

(Live Area)

Dimensions: 3.5" x 2"

	Dimensions	x1	x2	x4
Full Page (Bleed)	7.75 x 10.75" + bleed	\$1100	\$1900	\$3400
Full Page (Live Area)	6.75" x 9.75"	\$1100	\$1900	\$3400
1/2 Page Horizontal	7.25" x 4.75"	\$700	\$1200	\$1800
1/4 Page	3.5" x 4.75"	\$450	\$800	\$1200
Business Card Size	3.5" x 2"	\$275	\$500	\$800
Back Cover	7.75 x 10.75" + bleed	\$1800	\$3200	\$5600
Inside Front/Back Cover (Bleed)	7.75 x 10.75" + bleed	\$1500	\$2800	\$4800
Inside Front/Back Cover (Live Area)	6.75" x 9.75"	\$1500	\$2800	\$4800
Centre Fold (Left or Right)	See Full Page (Bleed or Live Area)	\$1500	\$2800	\$4800

** All Prices above *do not* include Harmonized Sales Tax (HST)

** Advertising fees are established on a yearly basis and are subject to change within one year, based on unforeseen costs (ie: increased printing costs and costs of paper suppliers). Advertisers will be notified of any changes in fees prior to placing their advertisements.

Advertisement Submission Format

Best results come from a high resolution file (300 dpi) in any of the following formats:

1. The ideal file format is an Adobe Acrobat PDF file which contains CMYK colour values without any Pantone colours. Size of ad should be as specified in previous page dimensions. Ads MUST be submitted in exact dimensions and in an acceptable format or a surcharge will be applied for modifications.
2. Files also accepted from Adobe Illustrator CS6 (or lower versions) - PC/MAC
3. Files also accepted from Adobe InDesign CS6 (or lower versions) - PC/MAC

All advertisements will be printed in colour and should include all logos and artwork. Compressed files MUST include all supporting graphic files, logos, and postscript fonts. Do not rename fonts. Make sure that both the screen fonts and the printer fonts are included. (Failure to complete any or all of these tasks can result in undesirable results.) In cases where fonts are not available, font substitution may be necessary to correct some problem files. Resolution should not exceed 300 dpi for CMYK images. All colour should be converted to CMYK.

Illustrator files must have all images embedded, text outlined (or else font must be provided). For newsprint all black must be only 100% K - and not registration black (C100/M100/Y100/K100).

If artwork bleeds off the page, please be sure to include crop marks. Do not apply any other printer marks (registration, colour bars, etc.) If file has bleed, ensure a safe or imagable inset of 0.125" all around.

NOT ACCEPTABLE FILE FORMATS: Pagemaker, Microsoft Publisher, Microsoft Word, Word Perfect.

Modification of Artwork

Requests for minor modifications to artwork will be accepted. Advertising staff will determine the viability of the request itself. Every effort will be made to accommodate all requests, however, due to technical issues and design techniques, we are unable to guarantee that the request can be fulfilled. All request approvals will be made at the discretion of the advertising staff.

The following are considered minor modifications:

1. Small text changes (i.e, dates or address changes).
2. Other requests may be entertained.

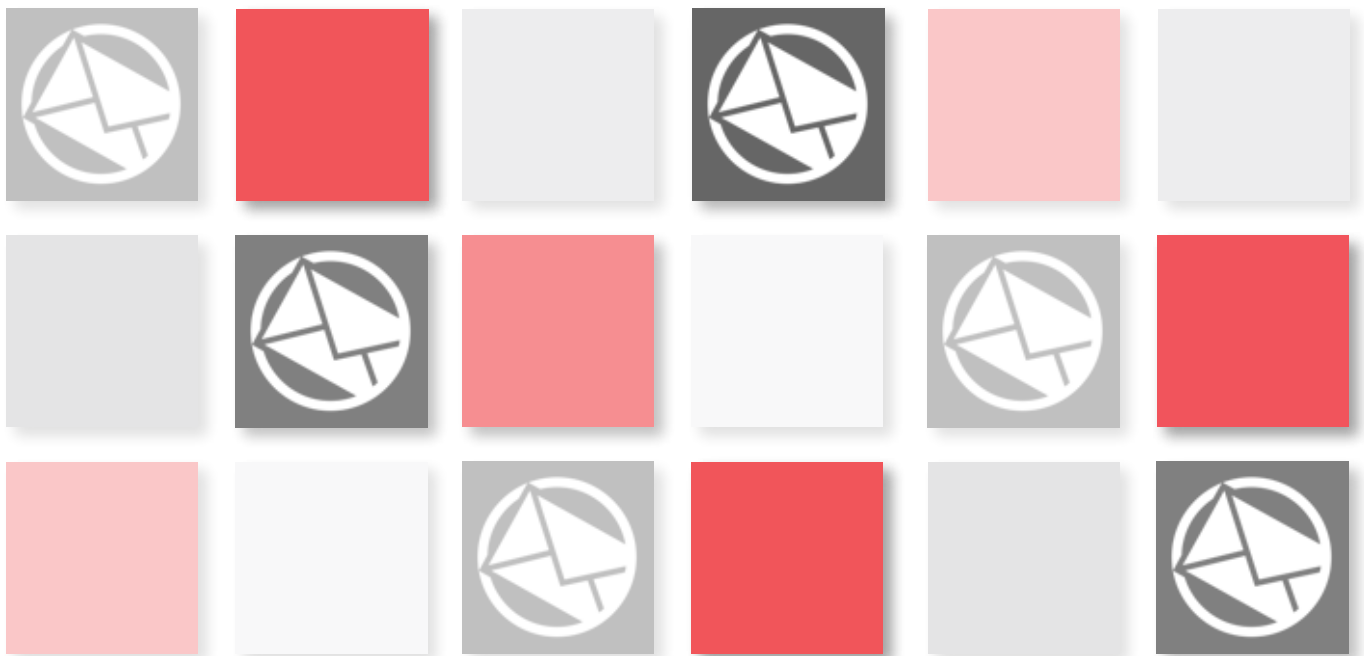
Submitting your Ad

Ads can be brought in personally by USB stick, or sent to us electronically. The best method of submitting an ad electronically is through the web upload portal:

www.bocentro.com/upload

Files may also be sent by attachment by email to **annlaw.cfaa@bocentro.com**
File size attachment through email must be under 10mb.

Please note: files should be Stuffed [MAC] or Zipped [PC] for better transfer results.



Terms of Payment

A credit card number or cheque(s) for the total amount owed for the ad size being requested, must accompany an Advertisement Request Form. Please submit one cheque per publication, post dated to the date of distribution for each. On the cheque reference line, please note the CFAA Journal issue and size of ad (eg. 1/4 page ad - summer 2016.) ***Cheques should be made payable to: The Canadian Fire Alarm Association.*** For Visa or Mastercard payment, please provide valid card information on the Advertisement Request Form (number, expiry, name on card, CCID number).

Cheques will not be cashed and Credit Card payments will not be processed until the applicable publication is in circulation. Please date each of your cheques according to the distribution date of the publication of each ad.

We regret that we cannot consider placing any ads if payment does not accompany the Advertisement Request Form and/or until any/all outstanding payments are received.

How to Submit Your Ad to the CFAA

Business & Office Centro Inc., manages all advertising aspects for the CFAA. All forms/cheques can be mailed or delivered in person to Business & Office Centro Inc.

Attention:

Ann Law
1-7750 Birchmount Road
Markham, Ontario, L3R 0B4

For more information, please contact:

Ann Law, Editor-in-Chief
Tel: 905-470-1122
Fax: 905-470-0441
Email: annlaw.cfaa@bocentro.com

All ad submissions must be accompanied by the following information in order to reserve your ad space:

- **Advertisement Request Form**
- Advertisement artwork
- Payment: post-dated cheque(s) for full amount (*separate cheques for each guide being booked*), made payable to the Canadian Fire Alarm Association or correct and complete Credit Card information on the Advertising Request Form
 - Cheques must be dated for the date of distribution of the guide it is for.

If you require clarification on the amount to make your cheques out for or the date to post-date them for, please contact Ann Law.

It is the responsibility of the advertiser to confirm that the Canadian Fire Alarm Association and/or Business & Office Centro Inc. has received your advertisement.

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CFAA Advertisement Request Form

Organization: _____

Contact Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Phone: _____ Alt. Phone: _____

Email: _____ Fax: _____

Please check the appropriate box(es) below.

NOTE: Each section incurs its own advertising fees. Previous clients have first right of renewal and we will do our best to accommodate all requests. All prices below do not include HST.

	Dimensions	x1	x2	x4
Full Page (Bleed)	7.75 x 10.75" + bleed*	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$1900	<input type="checkbox"/> \$3400
Full Page (Live Area)	6.75" x 9.75"	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$1900	<input type="checkbox"/> \$3400
1/2 Page Horizontal	7.25" x 4.75"	<input type="checkbox"/> \$700	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1800
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Back Cover	7.75 x 10.75" + bleed*	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$3200	<input type="checkbox"/> \$5600
Inside Front/Back Cover (Bleed)	7.75 x 10.75" + bleed*	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$2800	<input type="checkbox"/> \$4800
Inside Front/Back Cover (Live Area)	6.75" x 9.75"	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$2800	<input type="checkbox"/> \$4800
Centre Fold (Left or Right)	See Full Page (Bleed or Live Area)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$2800	<input type="checkbox"/> \$4800

Advertising Agreement:

By signing this agreement, I confirm that I have read and understood this Advertising Package and I wish to place an advertisement with the Canadian Fire Alarm Association Journal. I agree to submit electronic ready artwork, as per the deadlines provided. Should I wish to cancel this agreement once signed, I understand that I am obligated to pay for 30% cost of the ad(s) that I originally reserved. I further agree to pay in full all charges within 30 day of the receipt of invoice and that any unpaid charges bear interest at 2% per month. I also warrant and represent that the Canadian Fire Alarm Association owns the intellectual property rights, including copyright, in the material, including artwork, once submitted.

*Bleed refers to printing that goes beyond the edge of the sheet before trimming. Additional bleed area required is 0.125" on all sides.

Buyers Signature: _____ Date: _____

Payment: (Payment MUST accompany this contract. Please make cheques payable to the: Canadian Fire Alarm Association)	<input type="checkbox"/> VISA <input type="checkbox"/> Mastercard Card #: _____ Exp: _____ Name on Card: _____ CCID: _____
	<input type="checkbox"/> Cheque (attached)
Total Due: <input style="width: 100px; height: 20px;" type="text"/>	





CFAA ACAI

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FIRE ALARM
ASSOCIATION**

**L'ASSOCIATION
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D'ALARME INCENDIE**



The Canadian Fire Alarm Association Advertising Information Package has been put together by Business & Office Centro Inc. In partnership with the CFAA, Business & Office Centro Inc. has all rights accompanied by advertising agreement signed by the advertiser.