

Dear Prospective Advertiser,

On behalf of the Board of Directors, Members and Volunteers of MADD Canada, I would like to thank you for your interest in The MADD Message Yearbook.

The generosity of community-minded people like you makes it possible for MADD Canada to pursue its much-needed programs including victim support services, educational programs, youth programs and public awareness programs.

By placing an advertisement, you will be helping us in our mission *to stop impaired driving and to support victims of this violent crime*. The magazine will enable us to spread our life-saving messages even further and bring in additional revenues for our programs.

Every day in Canada, on average 4 people are killed and another 175 people are injured as a result of alcohol and drug-related crashes. You can help make all the difference in our efforts to save lives.

Thank you once again for your interest and support.

Sincerely,



Dawn Regan
Chief Operating Officer
MADD Canada

Because:

1. Your help is needed to put an end to impaired driving, the number one criminal cause of death in Canada.
2. Every day, on average, 4 Canadians are killed and 200 Canadians are injured as a result of alcohol and drug-related vehicle crashes for an average total of 1,475 deaths and 73,000 injuries each year.
3. 20,000 Canadians turn to us each year for emotional, physical and legal support they need.
4. 1,000,000 high-school kids will get the opportunity to see our *School Multi-Media Assembly Program* detailing the dangers and consequences of impaired driving.
5. Through our vast network of 7,500 dedicated volunteers, we are able to continue our mission within communities all across Canada.
6. You can be 100% confident that your donation is being used responsibly.
7. We annually submit the appropriate forms to the Canada Revenue Agency – please visit www.cra-arc.gc.ca/charities.
8. We inform our donors of how their donations are used and our financial statements and/or Annual Reports are available for viewing on our web site at www.madd.ca.
9. Our administrative and fundraising costs are reviewed annually by our National Board of Directors and external auditors.
10. As members of the Association of Fundraising Professionals, we abide by their Code of Ethics and Standards of Professional Practices. Also, as members of Imagine Canada, we adhere to their Ethical Fundraising and Accountability Code.
11. MADD Canada is a charity consisting of over 100 Chapters that are monitored and guided by a volunteer National Board of Directors who are accountable for organizational practices and procedures.
12. Since 1982, with the help of our supporters, MADD Canada has been instrumental in saving more than 30,000 lives.

***The mission of MADD Canada is to stop impaired driving
and to support victims of this violent crime.***

Rate Information

MADD Message Yearbook

MADD Canada's Mission

MADD Canada's mission is to stop impaired driving and to support victims of this violent crime.

What is MADD Canada Doing About Impaired Driving?

MADD Canada is appealing all levels of government for more effective legislation and better enforcement of the law. These measures must include:

1. Lowering the legal blood-alcohol limit
2. Enhancing police enforcement powers
3. Legislating stiffer penalties for repeat offenders

Ad Sizes

Rates

Back Cover (8.25" x 10.625")*	\$2200
Inside Covers (8.25" x 10.625")*	\$1600
Full Page (8.25" x 10.625")*	\$1300
Half Page (7.5" x 4.75")	\$875
Quarter Page (3.625" x 4.75")	\$650
Banner (7.5" x 1.75")	\$550
Eighth Page (3.625" x 2.25")	\$379
Business Card (2.33" x 1.5")	\$279

applicable taxes extra

*Text content must be 1/4" inside + bleed 1/4" beyond these dimensions.

Fast Facts

Approximately 65,000 Canadians are impacted by impaired drivers annually

On average, 4 Canadians are killed and 175 are injured every day as a result of impaired driving

Motor vehicle crashes are the leading cause of death among 15 to 25 year olds, and alcohol is a factor in 45% of those crashes

MADD Canada will show its School Assembly Program to over 1 million students in Grades 7 to 12 every year!



I want to support MADD Canada by placing an ad in The MADD Message Yearbook!

PLEASE SELECT THE DESIRED AD : ALL ADS ARE IN FULL COLOUR ON GLOSS PAPER

☐ BACK COVER ☐ INSIDE COVERS ☐ FULL PAGE ☐ HALF PAGE ☐ QUARTER PAGE ☐ BANNER ☐ EIGHTH PAGE ☐ BUSINESS CARD

PLEASE SELECT THE DESIRED PAYMENT METHOD: ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ INVOICE ME

CREDIT CARD #

[illegible]

EXP. DATE: ____/____/____ CVV: ____

COMPANY:_____ **DATE:**_____

AUTHORIZED SIGNATURE:_____ **PRINT NAME:**_____

THANK YOU FOR YOUR SUPPORT! CALL 1-866-767-1736

FAX: 1-866-293-3068 EMAIL: message@maddmessage.ca

www.maddmessage.ca