



# 2019 Effie Canada Awards Journal Ad Reservation Form

**You're an Effie Winner. You're effective.  
Make sure the right people know it.**

Effie winners represent brand and agency teams that tackled a challenge with a big idea and knew exactly how to communicate their message to their audience to reach their goals. Make sure your company is a part of the effectiveness conversation by including a message in the **Effie Canada Winners Journal**.

The journal is an important reference for marketers. It showcases the year's Effie Canada Awards winners, providing a snapshot of the year's most effective work and credit to the teams who made it all happen.

**Placing an ad in the journal is a great way to highlight your success, thank your teams, and pitch the benefits of working with your company.**

## STRATEGIC OPPORTUNITY

- Highlight the benefits of doing work with your company
- Congratulate and thank your clients, agency team(s) and partners
- Call attention to your award-thinking work
- Align your brand with the most effective marketing communications of the year

## 2019-2020 DISTRIBUTION

- Copies to attendees of the Inaugural **Effie Canada Awards Gala**
- Copies provided to marketers at **exclusive judging events** for the 2020 Awards - including industry leaders from both brands and agencies
- Copies distributed at industry events
- Available digitally year-round on the Effie website

## 2019 ADVERTISING RATES

Full Page 4-Colour Ad	\$750
Back Cover*	\$2,150
Inside Front Cover*	\$1,650
Inside Back Cover*	\$1,200

*\*Must confirm availability*



INSTITUTE OF  
COMMUNICATION  
AGENCIES

## CONTACT INFORMATION & AGREEMENT

**Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Company:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_

The undersigned agrees to pay by May 10<sup>th</sup>, 2019 for the advertisement indicated on this page to appear in the 2019 Effie Canada Awards Journal. Digital ad files are due May 10, 2019.

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Full Page 4-Colour Ad	\$750	_____
Back Cover*	\$2,150	_____
Inside Front Cover*	\$1,650	_____
Inside Back Cover*	\$1,200	_____

All prices subject to HST  
*\*Must confirm availability*

**Cancellation Policy:** Orders for all advertising units are non-cancellable after Friday, April 26<sup>th</sup>.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## WINNING CASE INFORMATION

When placing an ad for a specific 2019 Effie Awards winner, Effie aims to place the ad as close to the winning case listing as possible. Please use the space below to indicate the winning case this ad corresponds to. Effie does not guarantee ad placement preferences.

**Category:** \_\_\_\_\_  
**Entry Title:** \_\_\_\_\_  
**Brand Name:** \_\_\_\_\_  
**Agency Name:** \_\_\_\_\_

## PAYMENT INFORMATION – Payment Due Friday, May 10<sup>th</sup>.

\_\_\_\_ **American Express**    **Card Holder Name:** \_\_\_\_\_  
\_\_\_\_ **Mastercard**        **Credit Card Number:** \_\_\_\_\_  
\_\_\_\_ **Visa**                    **Exp. Date:** \_\_\_\_\_ **CVV:** \_\_\_\_\_  
\_\_\_\_ **Cheque**                **Signature:** \_\_\_\_\_  
                                      **Date:** \_\_\_\_\_

Cheques made payable to:  
Institute of Communication Agencies  
2300 Yonge Street, Suite 3002 Toronto, Ontario M4P1E4

The ICA will only use your information to complete this transaction. We do not share, rent or sell personal information to anyone.

**Please send this form to [grace@theica.ca](mailto:grace@theica.ca)**





**effie**  
CANADA

# Ad Submission Instructions

## ADVERTISING SPECS

Reservation Deadline:  
**April 26**  
Ads Due:  
**May 10**

### Full Page

Trim Size: 8 1/4" X 10 7/8"

Image Size: 7 1/4" x 10"

Bleed Size: Add additional 1/4" to trim

### GUIDELINES FOR PREPARING ADS

- All advertising must be provided in an electronic format.
- Ad files are to be compressed (WinZip etc.) and emailed or uploaded via FTP (send via your own FTP site or free file sharing sites like hightail.com, wetransfer.com, etc.).  
**Send electronic files to [grace@theica.ca](mailto:grace@theica.ca).**
- High-resolution PDF or JPG file with registration and cropmarks with embedded fonts and images are required for four-colour and black & white ads.
- Embedded images must be CMYK
- Fonts must be Type 1. Files containing LAB images or True Type fonts will not be accepted.

### EFFIE LOGOS AND TROPHY IMAGES

Use of Effie logos and trophy images within journal ads must be approved by Effie Worldwide. Please email [grace@theica.ca](mailto:grace@theica.ca) your ad or a mock-up of the ad in advance of the deadline to approve usage.



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