

# 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")	\$675
Banner (7.5" x 1.75")	\$575
Eighth Page (3.625" x 2.25")	\$399
Business Card (2.33" x 1.5")	\$299

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 # \_\_\_\_\_ 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](mailto:message@maddmessage.ca)

www.maddmessage.ca

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