

# 2021 Guidelines for Bulletin Advertisers



**Canadian Centre for  
Christian Charities**

*Supporting ministries in a complex world*

# FREQUENCY OF PUBLICATION

The CCCC Bulletin is accessible to CCCC Members and published digitally five times per year: in February, April, June, September, and November. Please see our Schedule and Deadlines chart below for details. The ads that appear in the digital format contain clickable links. Our advertising rates include the benefit of being published in the online digital copy.

**Employee Group Health Insurance**

CCC wants to see its members thrive in every way. No matter the size of your organization, CCCC has a...

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Even in the insurance industry, though deemed essential service workplaces, most brokers, agents, underwriters, and claims adjusters have transitioned to a work-from-home environment for the protection of employees and clients. We've had to come up with creative and effective solutions to maintain our professional reputation, ensure protection, and continue policyholder satisfaction to cover checkable assets and protect board members' liability. Where do we find the right ways to manage insurance claims, repairs and replacement, all within government requirements?

**Large Headline Treatment Applied Here**

These are three to four times more likely to sustain water damage across their, and vendors claim that occupied premises. Property insurance policies contain vacancy conditions that exclude certain insurance perils when a building has been vacant for 30 days, or more. Check with your insurance provider to request a vacancy permit, which is subject to certain requirements being fulfilled, including a qualified person check.

in our material needs, mental health, and spiritual lives, especially in times such as these.

The practical reality is that many operational risks for charities have actually increased during COVID-19, despite the lockdown. The following is a checklist of insurance and risk management best practices to help in mind as your organization navigates these risks.

**SMALLER HEADLINE TREATMENT APPLIED HERE**

This content had coverage such as third party liability, accident benefits, and others. If your organization uses a bus, passenger van, or other vehicle that is being driven or transported during the COVID-19 pandemic, due to social distancing, don't forget to advise your insurance provider, as a premium discount may be available.

**SMALLER HEADLINE TREATMENT.** Critical with children, youth, and vulnerable adults is those impacted from even at this time. Connect with and support your members and committees as an integral part of your organization's above presentation plan. Plan to "Protect" has created a video platform despite the lockdown. The following is a checklist of insurance and risk management that practices to help in mind as your organization navigates these risks.

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**COVID-19 INSURANCE AND RISK-MANAGEMENT CHECKLIST**

The coronavirus pandemic has changed much of our world over the past few months, including at work, home, and church. Closure of non-essential workplaces and bans on travel and public gatherings implemented by public authorities in provinces across Canada have meant that building premises have temporarily closed and many charitable programs and services have either ceased indefinitely or have been greatly reduced or modified.

Kenneth A. Hall, President of Robertson Hall Insurance Inc.

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# 2021 SCHEDULE AND DEADLINES

Copy Deadline	Delivery Target
February	December 11
April	February 19
June	May 13
September	July 15
November	September 17

Within the first 2 weeks of February

Within the first 2 weeks of April

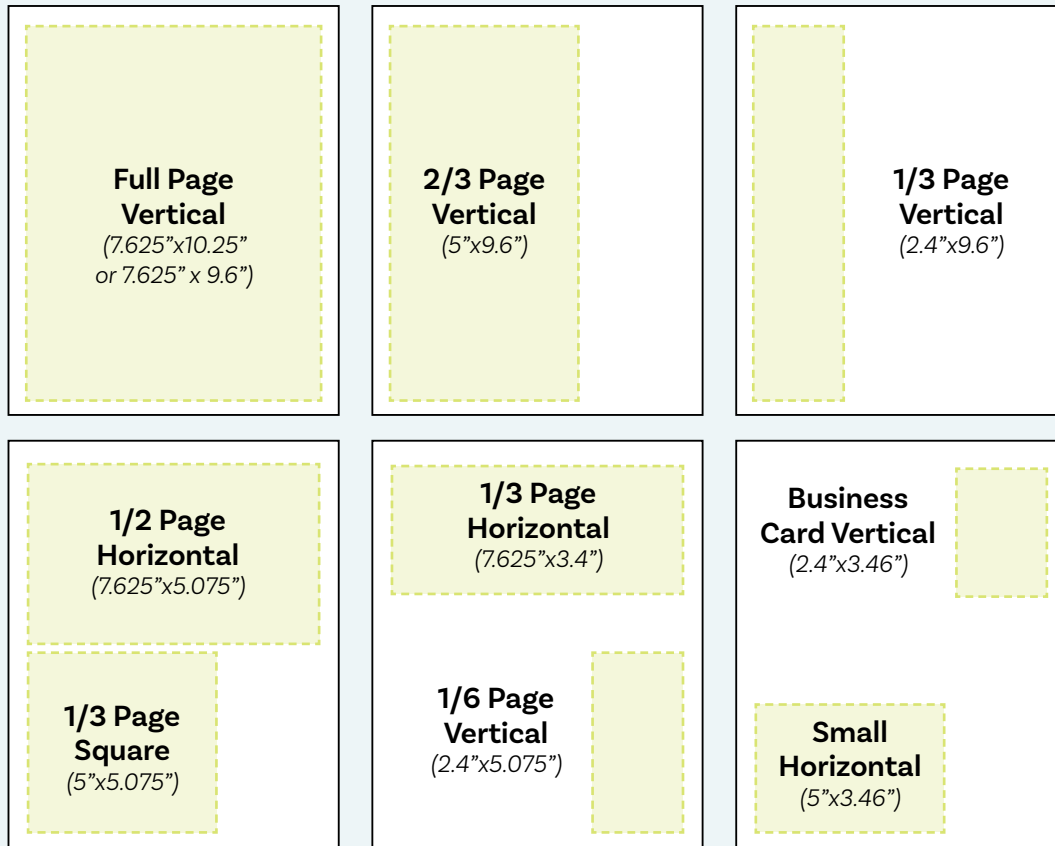
Within the first 2 weeks of June

Within the first 2 weeks of September

Within the first 2 weeks of November

## AD REQUIREMENTS

- > File Formats: pdf for format is preferred. jpg, tif or eps are acceptable as well.
- > Resolution: 300 dpi at 100% - CMYK.
- > Please ensure that all fonts, photos, and logos are embedded in your file.
- > Design Standard: All of our new ad submissions are reviewed to make sure that they meet the design standard for our publication. At a minimum, we require a visible logo, legible text, a clean design, and a short URL. We do not accept ads with ClipArt, pixelated graphics, or long URLs. We reserve the right to reject any advertising copy that does not meet our design standard.



## AD RATES

Display Ad	1x rate (cost per issue)
Full Page Vertical	\$740
2/3 Page Vertical	\$480
1/3 Page Vertical	\$240
1/2 Page Horizontal	\$380
1/3 Page Square	\$250
1/3 Page Horizontal	\$250
1/6 Page Vertical	\$125
Small Horizontal	\$170
Business Card Vertical	\$85

## ADVERTISING POLICY

Advertising is accepted from individuals and/or organizations offering services or products relevant to charities, particularly to the Christian constituency CCCC is mandated to serve.

CCCC reserves the right to accept or reject advertising copy. Final decisions on all orders will be made on the basis of availability of space, the appropriateness to the constituency being served, and the quality of design.

Due to limited space and increasing demand for advertising, we will be accepting advertisements on a first-come, first-served basis, as space permits.

CCCC reserves the right to place ads in a way that works with the design and flow of the publication. All ads must meet CCCC's ad requirements.

CCCC reserves the right to cancel advertisements for any account that fails to meet the payment deadline.

## PAYMENT

Payment is due upon receipt of the invoice. CCCC reserves the right to cancel advertisements for any account that fails to meet the payment deadline.

## CANCELLATION POLICY

Cancellations on existing orders must be submitted before the copy deadline and are not considered accepted until confirmed by the Advertising Co-ordinator. Refunds on standing orders will be based on the unused balance less any applicable discount.

## CHANGES TO AD COPY

Changes to the ad copy will be accepted prior to the copy deadline unless an extension is granted.

## QUESTIONS?

Please contact Lesley Broughm, Advertising Co-ordinator  
at [lesley.broughm@cccc.org](mailto:lesley.broughm@cccc.org) or 519.669.5137



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