

### 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:

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

Educating and informing Canadians about the dangers and consequences of impaired driving is an important part of MADD Canada's work. Information alone will not end impaired driving, but the majority of people – when fully informed of the risks, both to themselves and others – will make the right choices and never get behind the wheel impaired.

#### 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")	\$899
Quarter Page (3.625" x 4.75")	\$699
Banner (7.5" x 1.75")	\$599
Eighth Page (3.625" x 2.25")	\$419
Business Card (2.33" x 1.5")	\$319

applicable taxes extra. All ads are full colour on gloss paper

#### Fast Facts

In Canada approximately 1,800 people are killed and 150,000 are injured, (approximately 10,000 seriously), and costs society \$40.7 billion (2.1% of Canadian GDP) annually \* *cctma*

Motor vehicle crashes are the leading cause of death among 16 to 25 year olds, and alcohol and/or drugs are a factor in 55% 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 with an ad in The MADD Message Yearbook:**

**Ad Size:** ☐ Back Cover ☐ Inside Cover ☐ Full Page ☐ Half Page ☐ Quarter Page ☐ Banner ☐ Eighth Page ☐ Business Card

**Payment:** ☐ E-Transfer to: [message@maddmessage.ca](mailto:message@maddmessage.ca) ☐ Invoice Me ☐ Visa/MasterCard/Amex

**Credit Card #:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_ / \_\_\_\_ **CVV:** \_\_\_\_\_

**Company:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Print Name:** \_\_\_\_\_

**Thank you for your support!**

Tel: 1-866-767-1736 Fax: 1-866-293-3068 Email: [message@maddmessage.ca](mailto:message@maddmessage.ca)  
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