

eBLAST PROGRAM

FEBRUARY 2024

The ACPM **eBlast Program** is a service that allows members to deliver a customized electronic message to thousands of industry professionals across the country. Our database includes plan sponsors, administrators, trustees, service providers, HR professionals, and associations.



ACPM is the leading advocacy organization for a balanced, effective and sustainable retirement income system in Canada and our membership manages retirement plans for millions of plan members.

ACPM MEMBERSHIP REPRESENTS:

- » Plan Sponsors, Administrators and Trustees
- » Actuarial, Consulting and Accounting Firms
- » Investment and Legal Firms
- » Custodians and Record Keepers
- » Organized Labour
- » Human Resource Professionals
- » Government / Agency Employees
- » Professional and Industry Associations

WHAT YOU NEED TO KNOW

PROCESS and REQUIREMENTS

1. CLIENT SUBMISSION:

a. HTML code —supplied as a separate file (*preferred*);
OR

b. Single elements:

- › Images (PNG, JPG, GIF)
- › Any URL links
- › Text
- › Subject line

2. DESIGN:

ACPM sets up the eBlast and sends to Client for approval

3. **eBLAST DELIVERY:** eBlast is ready and scheduled for delivery

DETAILS and RESTRICTIONS

- » All content must be supplied at least five business days prior to fulfillment
- » Maximum of one eBlast per Client per a two week period; flexible dependent on other bookings
- » Limited number of eBlast slots available – your timeslot is based on the timing of your order
- » No blackout periods – your eBlast can be sent any day, any time
- » Advertiser and ad content is subject to approval and at the discretion of ACPM

PRICING

ACPM LEADERSHIP SUPPORTERS

2x
COMPLIMENTARY
(per calendar year)

OVER 2x
\$150 /per email

ACPM PLAN SPONSOR MEMBERS ⁽ⁱ⁾

1x
\$250

3x
\$200 /per email

6x
\$150 /per email

ACPM INDIVIDUAL MEMBERS

1x
\$300

3x
\$250 /per email

6x
\$200 /per email

NON-MEMBERS

NOT AVAILABLE

Notes:

- (i) Plan Sponsors, Administrators, Trustees, and Government Employees.
- (ii) Prices are per occurrence. All orders are final.
- (iii) Prices do not include applicable taxes.
- (iv) English and French eBlasts with the same message are considered as one order.
- (v) Resending of a previous eBlast without any changes is considered as one order.

**YOUR CONTACT INFORMATION** *(Please check one category only)*☐ **ACPM LEADERSHIP SUPPORTER**

NAME OF ORGANIZATION _____

CONTACT NAME _____ POSITION _____

☐ **ACPM PLAN SPONSOR MEMBER ***

NAME _____ MEMBER N° _____

☐ **ACPM INDIVIDUAL MEMBER**

NAME _____ MEMBER N° _____

Plan Sponsors, Administrators, Trustees, and Government Employees*YOUR eBLAST ORDER INFORMATION**

N° of eBLASTS _____

PLEASE INSERT BELOW YOUR PREFERRED DATE AND MONTH:

EBLAST SCHEDULE

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |



YOUR PAYMENT INFORMATION

SELECT YOUR PAYMENT OPTIONS:

☐ **INVOICE** *(Invoice will be issued by ACPM with applicable taxes)*☐ **CREDIT CARD** ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

NAME ON CARD _____

CARD NUMBER _____ EXP. DATE _____

HST/GST# R105194245, QST#1210404704

TO PLACE YOUR ORDER or FOR ASSISTANCE

PLEASE EMAIL THIS FORM TO or CONTACT:

JUDY LEI

Director, Operations and Programs

judy.lei@acpm.com**TEL: 416-964-1260 EXT. 224****ACPM | ACARR***Building a Better Canadian Retirement System***www.acpm.com**