

# THE **BSERVER**

MAY 2023

**The Observer** is an online and free publication that features articles and information from experienced professionals in the retirement income industry. It reaches thousands of individuals including plan sponsors, administrators, trustees and service providers.



**ACPM** is the leading advocacy organization for a balanced, effective and sustainable retirement income system in Canada. Our private and public sector retirement plan sponsors and administrators manage retirement plans for millions of plan members, including both active plan members and retirees.

### **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

## **ABOUT THE OBSERVER**

### **BENEFITS**

- » A completely FREE online publication
- » Two issues published in separate English and French editions
- » Features articles and information from experienced industry professionals covering a broad range of topics
- » Limited number of advertising opportunities
- » Ads will run for approximately six months
- » Publication Alert will go to over 5,000 Plan Sponsors, Administrators, Trustees, and Government Employees
- » Available on the ACPM website

### **CONTENT FEATURES**

#### **1. ARTICLES OF INTEREST:**

- a. The latest in pension plan development
- b. Useful articles covering governance, investment, reporting and management

#### **2. LAWS & REGULATIONS:**

Updates on federal and provincial initiatives, legislation and regulations

### **AD DEADLINES and SPECIFICATIONS**

#### **DEADLINES:**

- » There are a limited number of advertising opportunities
- » All ads are reserved on a first come, first served basis

#### **SPECIFICATIONS:**

- » All ads should be supplied as a high-res JPG or PNG file
- » Ads should be submitted as separate English and French files





## 2023 – AD SIZES & RATES – *One-issue rate / Annual rate (Spring & Fall issues)*

	SIZES (IN PIXELS)	ACPM LEADERSHIP SUPPORTERS	ACPM PLAN SPONSOR MEMBERS <sup>(i)</sup>	ACPM INDIVIDUAL MEMBERS	NON-MEMBERS
<b>HOMEPAGE</b>					
Horizontal Banners (3)	798W x 100H	\$500 / \$750	\$1,000 / \$1,500	\$1,250 / \$1,875	\$1,500 / \$2,250
Rectangles (2)	360W x 300H	\$350 / \$525	\$750 / \$1,125	\$1,000 / \$1,500	\$1,250 / \$1,875
<b>ARTICLE PAGES</b>					
Skyscraper <i>Across all article pages</i>	193W x 965H	\$750 / \$1,125	\$1,250 / \$1,875	\$1,500 / \$2,250	\$2,500 / \$3,750

## YOUR OBSERVER AD INFORMATION

### TYPE OF AD *(check one only)*

☐ HOMEPAGE – Horizontal Banner☐ HOMEPAGE – Rectangle☐ ARTICLE PAGES – Skyscraper

### AD SCHEDULE

☐ SPRING 2023 ISSUE ONLY☐ FALL 2023 ISSUE ONLY☐ SPRING 2023 + FALL 2023 ISSUES

### Notes:

(i) Plan Sponsors, Administrators, Trustees, and Government Employees.

(ii) Rates are per one-issue Ad.

(iii) All orders are final.

(iv) Rates do not include applicable taxes.



## YOUR CONTACT INFORMATION *(Please check one category only)*

☐**ACPM LEADERSHIP  
SUPPORTER**☐**ACPM PLAN  
SPONSOR MEMBER \***☐**ACPM  
INDIVIDUAL MEMBER**

ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_ MEMBER N° \_\_\_\_\_

☐**NON-MEMBER**

NAME OF ORGANIZATION \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROV \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

EMAIL \_\_\_\_\_ TEL \_\_\_\_\_

*\* Plan Sponsors, Administrators, Trustees, and Government Employees*

## TO PLACE YOUR ORDER or FOR ASSISTANCE

PLEASE EMAIL THIS FORM TO or CONTACT:

**JUDY LEI**, Manager, Operations and Programs  
**judy.lei@acpm.com — TEL: 416-964-1260 EXT. 224**

## YOUR PAYMENT INFORMATION *(Please 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

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