



ACPM | ACARR

An eNewsletter of special interest to Plan Sponsors, Administrators and Service Providers.

2017 EDITION - No. 2 - FALL

THE OBSERVER

- Online and completely FREE 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 6,000 Plan Sponsors, Administrators and Service Providers
- Available on the ACPM website

THE OBSERVER

THE OBSERVER FEATURES:

About ACPM

- Numerous links to our advocacy papers and submissions that address the timely issues facing the retirement income industry
- Membership and Event Information including the ACPM National Conference and Regional Council events
- Profiles of the ACPM Board, Committees and Regional Councils

Industry Insider

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

Laws & Regulations

- Updates on federal and provincial initiatives, legislation and regulation

DEADLINES:

NOTE: There are a limited number of advertising opportunities. All ads are reserved on a first come, first served basis.

AD RESERVATION	– FRIDAY, OCTOBER 6, 2017
AD SUBMISSION	– FRIDAY, OCTOBER 13, 2017

SPECIFICATIONS

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

TO PLACE AN AD

Please complete and send the attached ACPM Observer Advertising Order Form to us.

2017 - ISSUE 2 (Fall) - AD SIZES & RATES One-issue rate/ Annual rate (Spring & Fall issues)

Homepage	Size (in pixels)	ACPM Executive Members	ACPM Plan Sponsor & Administrator Members	ACPM Individual Members	Non-Members
Horizontal Banner (3)	728w x 90h	\$500 / \$750	\$1,000/ \$1,500	\$1,250/ \$1,875	\$1,500/ \$2,250
Rectangles (2)	336w x 280h	\$350/ \$525	\$750/ \$1,125	\$1,000/ \$1,500	\$1,250/ \$1,875
ARTICLE PAGES Size (in pixels)					
Skyscraper (1) (across all article pages)	120w x 600h	\$750/ \$1,125	\$1,250/ \$1,875	\$1,500/ \$2,250	\$2,500/ \$3,750

THE OBSERVER

ACPM OBSERVER ADVERTISING ORDER FORM

Please check one category only.

ACPM Executive Member Organization: _____

Contact Person: _____

ACPM Plan Sponsor, Administrator or Trustee Members

Name: _____ Member No. _____

ACPM Individual Member

Name: _____ Member No. _____

Non-Member Organization: _____

Following items for Non-Members only

Contact Name: _____

Position: _____

Address: _____

City: _____ Prov.: _____ Postal Code: _____

Tel: _____ Fax: _____

Email: _____

PLEASE CHECK THE APPROPRIATE BOXES. *Type of Ad (check one only)*

Homepage - Horizontal Banner

Homepage - Rectangle

Fall 2017 Issue only

Article Pages - Skyscraper

Fall 2017 and Spring 2018 Issues

PAYMENT

Spring 2018 Issue only

Invoice OR

Charge to: VISA

MasterCard

American Express

Card Number: _____ Exp. Date: _____

Signature: _____ HST/GST#R105194245, QST#1210404704

Please fax, mail or email this Form to:

ACPM | 1255 Bay Street, Suite 304; Toronto, ON M5R 2A9

Email: judy.lei@acpm.com | Fax: (416) 964-0567

Note: All orders are final.

FOR ASSISTANCE, PLEASE CONTACT:
JUDY LEI, MANAGER OF ADMINISTRATION &
STAKEHOLDER RELATIONS
416-964-1260, EXT. 224