

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

2018 EDITION - No. 2 - Autumn

# 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 6,500 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.

<b>AD RESERVATION</b>	– FRIDAY, OCTOBER 12, 2018
<b>AD SUBMISSION</b>	– FRIDAY, OCTOBER 19, 2018

## 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.

## 2018 - ISSUE 2 (Autumn) - AD SIZES & RATES One-issue rate/ Annual rate (Spring & Fall issues)

HOME PAGE	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
<b>ARTICLE PAGES Size (in pixels)</b>					
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 2018 Issue only

Article Pages - Skyscraper

Fall 2018 and Spring 2019

### PAYMENT

Spring 2019 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



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