



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

2021 EDITION

THE OBSERVER

- An online and completely FREE publication
- Three 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 5,500 Plan Sponsors, Administrators and Service Providers
- Available on the ACPM website

THE OBSERVER

THE OBSERVER FEATURES:

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

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

DEADLINES:

NOTE: 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

TO PLACE AN AD

Please complete and send the attached ACPM Observer Advertising Order Form to Judy Lei at judy.lei@acpm.com.

2021 - AD SIZES & RATES One-issue rate/ Annual rate (Spring & Fall issues)

HOME PAGE	Size (in pixels)	ACPM Leadership Supporters	ACPM Plan Sponsor & Administrator Members	ACPM Individual Members	Non-Members
Horizontal Banner (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
ARTICLE PAGES Size (in pixels)					
Skyscraper (not available) (across all article pages)	193w x 965h	\$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 Leadership 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

Spring 2021 Issue only

Article Pages - Skyscraper (not available)

Fall 2021 Issue only

PAYMENT

Spring 2021 and Fall 2021 Issues

Invoice OR

Charge to: VISA

MasterCard

American Express

Card Number: _____ Exp. Date: _____

Signature: _____

HST/GST#R105194245, QST#1210404704

Please email this Form to:

judy.lei@acpm.com

Note: All orders are final.

FOR ASSISTANCE, PLEASE CONTACT:

JUDY LEI, MANAGER, OPERATIONS AND PROGRAMS

416-964-1260, EXT. 224