

# THE **BSERVER**

FEBRUARY 2022

**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 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

## ABOUT THE OBSERVER

### BENEFITS

- » A completely FREE online 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 5,000 Plan Sponsors, Administrators, Trustees, and Government Employees
- » Available on the ACPM website

### CONTENT FEATURES

#### 1. INDUSTRY INSIDER:

- 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





## 2022 – 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 2022 ISSUE ONLY
  FALL 2022 ISSUE ONLY
  SPRING 2022 + FALL 2022 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