

# THE **BSERVER**

2024

**Published twice a year, the Observer** is an online, free, bilingual newsletter 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**

- » Ad boxes will be visible online for six months
- » Only a limited number of advertising opportunities
- » Your logo included in the publication alert to the ACPM database of over 5,000 Plan Sponsors, Administrators, Trustees, and Government Employees
- » Your company mentioned in LinkedIn posts
- » Articles are authored by industry experts and feature a broad range of topics
- » Published twice per year - English and French editions

### **CONTENT FEATURES**

- Compelling headlines and images to engage readers
- In-depth articles written by recognized industry professionals
- Relevant and varied topics covering current trends and issues
- Current legal and regulatory updates

### **AD DEADLINES and SPECIFICATIONS**

#### **DEADLINES:**

- » 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
- » Submitted ads should be separate English and French files





## 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
<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 ISSUE ONLY
 ☐ FALL ISSUE ONLY
 ☐ SPRING + FALL 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**, Director, 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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