

THE  OBSERVER

2026



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 ⁽ⁱ⁾	ACPM INDIVIDUAL MEMBERS	NON-MEMBERS
Homepage					
Horizontal Banners (3)	798W x 100H	\$500 / \$750	\$1,000 / \$1,500	\$1,250 / \$1,875	\$1,500 / \$2,250
Article Pages					
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**ACPM | ACARR***Building a Better Canadian Retirement System*acpm.com