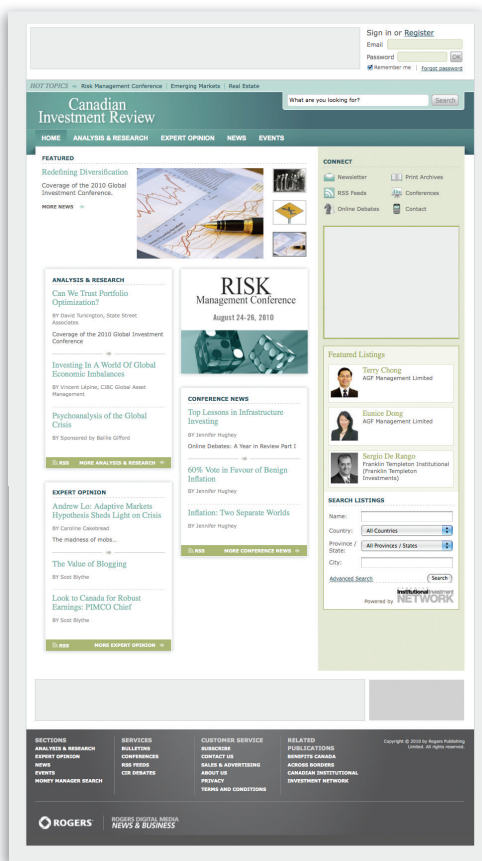


# Canadian Investment Review

InvestmentReview.com



- Over 12,000 page views monthly\*
- 4,000 unique site visitors\*
- Twice weekly email bulletins to 5,000 pension industry professionals\*
- 8,200 edirect recipients (third-party list)

## OVERVIEW

The new Canadian Investment Review platform through its multiple offerings will enable companies to:

- Demonstrate their intellectual capital to the plan sponsor community
- Increase awareness across top DB pension plan sponsors in Canada
- Build and strengthen business relationships with key plan sponsors

The goal of this focused approach is to bring plan sponsors and partnering companies closer together in order to develop win-win business relationships.

## EDITORIAL

- Leading edge information on investments and strategies that can be applied to the management of pension fund assets
- Access to academic research that can shed light on new ways of thinking specific to managing pension fund assets
- Essential insight and access to investment information that is not widely available

## MANDATE

- Continuing to produce and develop leading edge conferences for pension fund decision makers such as **Investment Innovation, Risk Management, Global Investment and DB Summit conferences**
- Bring to the forefront thought-leadership, timely insights and developments on pension funds, and innovative ideas engaging industry leaders and those who aspire to be leaders

\*Based on average of previous 6 months

# Advertising rate card

## AWARENESS

### EMAIL OPPORTUNITIES

#### EDIRECT MAIL (\$2,500)

Single sponsored emails sent to plan sponsors and consultant audiences.

- Custom email message including; brand, product, educational, event, etc. information.
- All content is sponsor created and branded.
- List segmentation/geo-targeting available (25% premium charge applies).

#### ENEWSLETTERS (DELIVERED TUESDAY'S AND THURSDAY'S)

Leaderboard: 728w x 90h pixels, 40kb: GIF or JPG only and link (\$400 per newsletter insertion)

Text-based Bulletin Ad: 50-75 words with logo and link (\$500 per newsletter insertion)

#### Frequency discounts

- 4-7 insertions are discounted 15%
- 8+ insertions are discounted 25%

#### RUN-OF-SITE (ROS) ADVERTISING OPPORTUNITIES (\$1,500 per month)

##### 5,000 impressions per month minimum.

Leaderboard: 728w x 90h pixels

Big Box: 300w x 250h pixels

## THOUGHT LEADERSHIP

#### WHITE PAPER POSTING (\$1,500 per month)

- Opportunity to post whitepaper within an article page including link to download PDF. Promoted on homepage of website for 2 week period via button.

#### WEB AUDIO/VISUAL POSTING (\$2,500 per month)

- Opportunity to post audio/video files which resides on a content page on the site and promoted via button on homepage for a 1 month period via button.

#### MICRO-SITES (\$5,000 per month)

Custom microsites can deliver a wide variety of engaging content to target audiences:

- Resources area for posting white papers, product briefs, and much more...
- Content Development: Research, development and writing
- Creative: Design and layout
- Digital: Online functionality development and
- Promotions: Targeted promotions both in print and online

Ask your Rogers Account Manager for more details.

## Terms and Conditions

- 5 business days minimum turn around for posting of final supplied material.
- All rates are gross dollars, unless noted otherwise.
- Rates are based on of site and placement in available ad sizes; a premium will apply to specific ad placement.
- Prices are subject to sales taxes where applicable.
- Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of payment.
- Ask your account manager for full media specifications.

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# Mechanical Specifications



## E-DIRECT MAIL

### Deliverable Assets

- One HTML file
- Images (if not hosted on client/agency side)
- Subject line

### HTML Specs

- HTML file: copy, images and relevant URLs are embedded and laid out as desired
- Dimensions: Width - 600 pixels max. Height - 600 pixels max
- Images: 40Kb max. file size per image, acceptable file formats are JPG, GIF, PNG
- Copy: 150 words max. (Recommended)
- Call to action: a clickable area that compels the user to take action – embed URL or supply tracked links separately (eg. Click here for more information)
- Subject Line: 50 characters max (including spaces)

### If HTML cannot be supplied

#### Method A (Recommended)

- An uncompressed PDF: which allows for simple extraction of images, logo(s) and copy
- Subject Line: 50 characters max (including spaces)

- OR -

#### Method B

- Layout notes: copy with guideline notes on layout and image placement provided in a Microsoft Word Document
- Images: Provide as separate attachments
- Subject Line: 50 characters max (including spaces)

### Important Notes:

We will apply our Publication template to all eDirect material – includes header and footer.

**FINAL SUBMITTED MATERIAL WILL BE SCREENED FOR COMPLIANCE WITH OUR STANDARDS.**

## RUN-OF-SITE (ROS) DISPLAY ADS

### Leaderboard

Dimensions: 728w x 90h pixels  
File Size: 40kb  
File Type(s): GIF, JPG, Flash SWF's,  
3rd Party Ad Tags

\* Please supply click-through URL

### Big Box

Dimensions: 300w x 250h pixels  
File Size: 40kb  
File Type(s): GIF, JPG, Flash SWF's,  
3rd Party Ad Tags

## ENEWSLETTER ADS

### Leaderboard

Dimensions: 728w x 90h pixels  
File Size: 40kb  
File Type(s): GIF, JPG

\* Please supply click-through URL

### Text-based Bulletin Ad

50-75 words with link  
Logo can be used (40K max file size)  
Supply logo in EPS or high quality JPG format.

## IMPORTANT NOTES:

1. All display advertising units adhere to the IAB Canada standards. For additional specifications and information, please visit : [www.iabcanada.com](http://www.iabcanada.com).
2. Flash cannot run within eNewsletters. eNewsletters can only accommodate GIF or JPG.
3. Animated GIF's may only loop 3 times, ending on the last frame.
4. 3rd Party Ad Tags are accepted for ROS (run-of-site) only.
5. Clients must supply click-through URL separately.
6. Website ads – only 1 click-through URL can be used per image file.
7. eNewsletter ads – only 1 click-through URL can be used per eNewsletter deployment.
8. eNewsletter ads – Animated GIF's must include call to action and logo on first and last slide/frame.

*Note: Ads should not click through to files, i.e., PDF's, Word, etc., and should not click through to email addresses.*