

ADVISOR.CA



**Advisor.ca is the largest website
for Canadian financial advisors**

Target: Canadian financial advisors

Unique Visitors: 53,265

- Average page views per month **584,364**
- Average visits per month **131,651**
- Daily AM Bulletin registrants **19,600**
- Daily Mid-Day Bulletin registrants **23,000**
- Daily PM Bulletin **17,000**

* As of October 2011

Focus

- Breaking industry news
- Market-targeted strategies
- Toolkits, templates, planners and guides

ADVISOR.CA

2012 Advertising Rate Card

Run-of-site (ROS) display ad opportunities

Big Box, Leaderboard, Billboard, Skyscraper CPM \$177/M

* Rates are Cost Per Thousand Impression (CPM Based)
Premium charges apply for additional targeting (15% minimum)

Daily AM/MID-DAY/PM Bulletin (see details page 3)

Per bulletin

NEW! PREMIUM "Bulletin Ad" - AM/PM only \$2,545
Text message Ad horizontal \$2,154
Leaderboard or Big Box ads \$2,545

Breaking News Sponsorship

Per month

Exclusive Leaderboard on all breaking news \$5,000

e-Direct Mail

Per e-mail

Custom email HTML message sent to our 3rd party opt-in list. \$14,982
Maximum 8 e-mail messages per sponsor per year.

• List segmentation and geo-targeting available (25% premium charges apply).

Rich Media*

Site Takeover (Wallpaper + Takeover)

Per day

Occupy 100% of all available web media \$8,000
(Leaderboard, Big Box, Skyscraper) including background wallpaper. * (1 Business Day)

Transitional Ad

Per week

Ads which saturate entire browser window. \$8,666
where user must click to skip/close

Digital Belly Bands - Top layer Ad + Big Box Combo

Per day

Digital Bellyband horizontally overlays mid-section of the web page being viewed. May be static, \$2,000
animated and/or include multimedia. (3 Business Days)

Page Peels

Per day

A page peel ad appears in the top-right corner of the web page \$2,000
and peels back with a small animation to attract the users attention. (5 Business Days)

* Some exceptions apply. Please speak with your Account Manager for more information.

Custom Projects

Special Report Sponsorship

English

English and French

Editorial special report packages includes a series of top stories articles, \$10,000 \$15,000
sponsor logo on article pages, pop up, and promotional e-direct. (1 month minimum)

Partner Education (Sponsored Content)

Per month

Sponsor content. Opportunity to post 500 word article or post whitepaper within an article page \$6,365
including link to download PDF. Promoted on website for a 1 week period via button.

Partner Success Center (Microsite)

Per month

Custom-built landing page delivering a wide variety of engaging content. (1 month minimum) \$8,216

CE Corner

English

English and French

CE course supplied and accredited for posting in CE Corner. \$2,000 per course \$3,000 per course
Sponsor logo and two text/bulletin ads per month and monthly report

Mobile Sponsorship Opportunities

per month

Exclusive banner sponsorship of our mobile enabled website (accessible via smart phone). \$3,100
Average monthly page views: 8,200 Banner placement only (1 month minimum)

**ASK YOUR ACCOUNT MANAGER ABOUT CUSTOMIZED WEB PROGRAMS,
BRANDED CONTENT OPPORTUNITIES AND COMPLETE SPECIFICATIONS.**

Cathy Ellis

Sr. National Account Manager
Tel.: 416 764-1513
cathy.ellis@rci.rogers.com

Meredith Duditch

Associate Publisher
Tel.: 416 764-2406
meredith.duditch@rci.rogers.com

HEAD OFFICE

Rogers Publishing Limited
One Mount Pleasant Road, 7th Floor
Toronto, Ontario M4Y 2Y5
Tel.: 416 764-2000 Fax.: 416 764-3934

Julia Sokolova

National Account Manager
Tel.: 416 764-1766
Julia.sokolova@rci.rogers.com

Donna Kerry

Publisher
Tel.: 416 764-3805
donna.kerry@advisor.rogers.com

MONTRÉAL OFFICE

Les Éditions Rogers Limitée
1200, avenue McGill College, bureau 800
Montréal (Québec) H3B 4G7
Tel.: 514 845-5141 Fax.: 514 843-2183

Karine Huard

National Account Manager
Tel.: 514 843-2133
karine.huard@rci.rogers.com

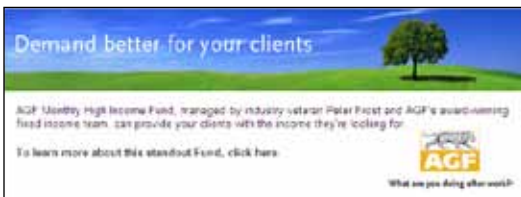
ROGERS
connect
Innovate. Inspire. Engage.

Advertising Specifications



NEW! Premium "Bulletin Ad" (Text only)

- 50-75 words with link
- Logo can be used (40 k max file size)
- Logo size within ad should not exceed 160px in width or 55px in height
- Supply logo in EPS or high quality JPG format.



Regular Bulletin Ads

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



e-Direct Mail

Single sponsored emails sent to Canadian financial advisors

- Custom email message including; brand, product, educational, event, etc. information.
- All content is sponsor created and branded.

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

Display Advertising Specifications

Ad Type	Dimensions (pixels)	File Size	File Types
Leaderboard	728 (w) x 90 (h)	40 kb or less	GIF, JPG, Flash SWF's, 3 rd Party Ad Tags
Big Box	300 (w) x 250 (h)		
Skyscraper [narrow]	120 (w) x 600 (h)		
Skyscraper [wide]	160 (w) x 600 (h)		
Billboard	300 (w) x 600 (h)		

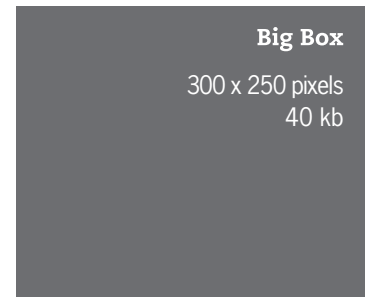
All online material to be supplied to BPPG Creative:
bppgcreative@rci.rogers.com

Late creative: All material must be submitted with a minimum of 5 business days prior to campaign start date. Late material will result in a delayed campaign start date with full campaign being charged to advertiser.

Terms and conditions

- Detailed reporting will be provided every month.
- All rates are gross dollars, unless noted otherwise.
- Full specifications are available upon request.
- Rates are based on run of site and placement in available ad sizes; a premium will apply to specific ad placement.
- Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of booking.
- All online media ad creative adheres to IAB Canada Standards.
- Reports are generated by DART for Publishers [DFP]. When reconciling delivery reports, a divergence of 10% with 3rd party ad server results is considered full delivery.
- E-directs are non cancellable and sponsors can change flight date with 30 days notice.
- Prices are subject to sales taxes where applicable. Price are subject to change.

Note:
All sizes are
in width x height



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Rich Media Advertising Options

Page Peels

A page peel ad appears in the top-right corner of the webpage and peels back with a small animation to attract the reader's attention. When the user hovers their mouse cursor over the corner, the ad peels open to reveal the rest of the ad, which may be animated. The user can either click on the call-to-action in the advertisement area or click on the close button to retract the peel.

Important:

Creative assets should be submitted via an approved 3rd party vendor.



Transitionals

A Transitional ad appears on page load and automatically disappears after 10 seconds. Instead of a close button, it has a link above the creative that says "Click here to continue to Advisor.ca" or "Cliquez ici pour aller à Conseiller.ca") which links to the respective site's homepage. Transitional ads are frequency capped at once per user every 7 days.

Important:

Creative assets should be submitted via an approved 3rd party vendor.



Rich Media Advertising Options

Digital Belly Bands + Big Box combo

Digital Belly Bands may run across the entire website or can be targeted to specific sections. It will automatically expand / launch via the Big Box ad on page load. If a user chooses to close the Digital Belly Band, it will disappear / retract into the Big Box ad unit. The Big Box ad must be supplied in conjunction with the Digital Belly Band. Both the Digital Belly Band and Big Box should include a standard call-to-action within the creative. The Digital Belly Band must include a frequency cap (recommended once per user every 48 hours). All other times, the Big Box ad will be displayed.

Important:

Creative assets should be submitted via an approved 3rd party vendor

Dimensions:

- Digital Belly Band - 1,000 (w) x 250 (h) pixels [Advisor.ca]
- 1,014 (w) x 250 (h) pixels [Conseiller.ca]
- Big Box - Standard Big Box specs apply. See Display Advertising Specifications for more information.



Site Takeover (Wallpaper + Takeover)

A Site Takeover allows an advertiser to occupy 100% share of voice on the website for 1 full business day. It includes the wallpaper and roadblocked display ads. A wallpaper is the background of the webpage being viewed. The term "roadblock" refers to an instance when all ad units on the webpage simultaneously display creative from the same advertiser.

Important:

Clients must supply creative elements 10 business days in advance to allow enough time for sufficient testing.

Wallpaper creative may require additional adjustments to optimize for user experience and consistency across various screen resolutions. Standard ad specs apply for display units. See Display Advertising Specifications for more information.

