

Benefits

CANADA



Benefitscanada.com is the #1 online destination for pension and benefits executives

Target: Executive and financial management, Pension trustees, Pension and benefits professionals, Human resource managers and consultants

Unique Users: 30,000*

- Over **104,000** site page views per month*
- **69,000** daily newsletters to email addresses
- **77,000** E-direct recipients (third-party options)

* Based on average of previous 6 months

Focus

- daily news information
- breaking industry news
- expert opinions
- perspectives and special online reports.

2012 Advertising Rate Card

Web Media (Big Box, billboard, leaderboard, skyscraper)	1 Months	3 Months	6 Months
5,000 impressions	\$2,627	\$2,101	\$1,576
10,000 impressions	\$4,202	\$3,152	\$2,101
20,000 impressions	\$7,354	\$6,041	\$4,990

Daily e-Bulletin	1 x	4 x	8 x
Leaderboard (728x90), Big Box (300 x 250), 50-75 word text message with link.	\$1,576	\$1,365	\$1,051

e-Direct Mail	1 x
Target full database of <i>Benefits Canada</i> online readership List segmentation/Geo targeting also available. Minimum of 25% premium charges apply.	\$6,304

Sponsored Content	1 x	4 x	8 x
Opportunity to post white papers, commentaries, company perspectives, and other educational material on site and promoted to full audience. Includes one bulletin ad with a link to a 500-word article on topic of your choice and logo (supplied in EPS). Posting will be featured on the site for one month in relevant section (i.e. pensions/ investments/benefits), and archived for 12 months. Article will be promoted in daily email bulletin.	\$2,889	\$2,627	\$2,101

Microsite	1 Month	4 Months	8 Months
Customized section on <i>Benefitscanada.com</i> for white papers, expert opinions, and profile company executives.	\$4,414	\$4,202	\$3,677

Online Appointment Notice *	1 x
Photo with 100 words and logo for one month profile in "People Watch" section of site. * Special rate: \$1000 when combined with print.	\$525

CONTACT YOUR ACCOUNT MANAGER FOR MORE SPONSORSHIP DETAILS.

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Benefitscanada.com helps make informed decisions about pension and benefits plans by addressing the ever-evolving information needs of today's Canadian workplaces

- **74%** of the Top 200 Pension Funds in Canada are registered users
- **56%** of plan sponsors have a DB plan, **43%** of plan sponsors have a DC plan
- **21%** of users plan assets are between \$100m and \$999.9m, **24%** are \$1,000m plus
- **25%** of users have 1,000+ employees
- **31%** of users are considered small employers with less than 100 employees

Display Advertising

Bulletin Ad

Text-based Bulletin Ad

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



Image/Text Combined Bulletin Ad

- Supply image files in GIF or JPG format (40 kb max file size)
- 50 words with link



Image-based Bulletin Ad

- Supply image files in GIF or JPG format (40 kb max file size)
- Supply one line of text to be inserted below the image as a clickable text alternative



***Newsletter width is 685 px**

e-Direct

Single sponsored e-mails sent to Pension & Benefits executives

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

Display Advertising Specifications

- **Leaderboard:** 728 x 90 pixels, 40 kb
File Type[s]: GIF, JPG, Flash SWF's, 3rd Party Ad Tags
- **Big Box:** 300 x 250 pixels, 40 kb
File Type[s]: GIF, JPG, Flash SWF's, 3rd Party Ad Tags
- **Skyscraper/Billboard:** [There are 3 different sizes we can accommodate via the "multi-tag"]:
 - **Skyscraper [narrow]:** 120 x 600 pixels, 40 kb
 - **Skyscraper [wide]:** 160 x 600 pixels, 40 kb
 - **Billboard:** 300 x 600 pixels, 40 kb

Important Notes:

1. Flash SWF's must follow the Flash instructions provided by your sales representative.
2. Flash SWF's must also include a backup GIF or JPG for those who do not have Flash player installed on their computers.
3. Flash **cannot** run within e-Newsletters.
[e-Newsletters can only accommodate GIF or JPGs.]
4. 3rd Party Ad Tags are accepted for **ROS** only.
5. Clients must supply URL that ad clicks through to separately.

All online material to be supplied to BPPG Creative:
bpgcreative@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.

Big Box
300 x 250 pixels
40 kb

Note:
All sizes are
in width x height

Skyscraper
[narrow]
120 x
600 pixels
40 kb

Skyscraper
[wide]
160 x
600 pixels
40 kb

Billboard
300 x 600 pixels
40 kb

Leaderboard
728 x 90 pixels
40 kb

Terms and conditions

- Detailed reporting will be provided every month.
- All rates are gross dollars, unless noted otherwise.
- Specs 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.
- Webmedia creative for all content adheres to IAB Canada Standards.
- Reports use Dart for Publishers [DFP]. When reconciling within 10% 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. Prices are subject to change.