

Canadian Investment Review

InvestmentReview.com

Benefits Canada | Canadian Institutional Investment Network

Investing with an eye on the future. BLACKROCK

2017 TOPICS | North American Free Trade Agreement | 2018 Global Investment Conference | Trump

Canadian Investment Review

HOME ANALYSIS & RESEARCH EXPERT OPINION NEWS EVENTS

FEATURED

Italy, equities and the European Commission's autumn economic forecast

On Thursday November 8, the European Commission published its 2018 Autumn Economic forecast, predicting that in 2019 Italy's deficit will increase to 2.9 per cent...

ANALYSIS & RESEARCH

Combining big data and ESG ratings to find alpha

BY YANIS GARG

In 2018, there have been over 250,000 unique ESG articles issued on ESG issues across 8,000 companies, according to data from Truist's Lake. But few...

Disruption, innovation and the alternative asset management industry

BY SUAT

The Lost Capital Asset Pricing Model

BY CAROLINE GAGNEBRO

CONFERENCE NEWS

Justice Beverley McLachlin discusses her career and legacy

BY SUAT BYLIE

Former Chief Justice of Canada at the 2018 Risk Management Conference

The Rise of Tech in Asia

BY JENNIFER HUGHES

Healthcare Winners and Losers

BY CAROLINE GAGNEBRO

REGISTER NOW! JANUARY 10, 2019 THE TORONTO BOARD OF TRADE

INVESTMENT INSIGHTS

THE PERFORMERS

Defined Benefit INVESTMENT FORUM

December 6, 2018 - The Eric Carbon Hotel, Montreal

December 10, 2018 - The Eric Carbon Hotel, Toronto

CLICK FOR DETAILS

SECTIONS: ANALYSIS & RESEARCH EXPERT OPINION NEWS EVENTS MONEY MANAGER SEARCH

SERVICES: RESEARCH CONFERENCE SALES & ADVERTISING RISK FEES

CUSTOMER SERVICE: CONTACT US SALES & ADVERTISING ABOUT US STATEMENT OF ETHICS PRIVACY TERMS AND CONDITIONS

RELATED PUBLICATIONS: BENEFITS CANADA ADVISOR CANADIAN INSTITUTIONAL INVESTMENT NETWORK CONSULTER ADVANTAGE

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TransCanada Media Group
1000 Avenue of the Americas
Montreal, QC H3B 4X4
(514) 392-6900

Unique users/month: 6,196
Site page views/month: 11,945
eNews recipients (Bi-weekly): 4,812

*Based on average from Sept. 1, 2017 to Oct. 31, 2018

COMPANION PROPERTIES:

www.benefitscanada.com
www.revueavantages.ca
www.canadianinstitutionalinvestmentnetwork.ca

Canada's premier Investment Conference provider for Defined Benefit Plan Sponsors:

- Global Investment Conference
- Risk Management Conference
- Investment Innovation Conference
- DB Investment Forum
- Private Investments Forum

Overview

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

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

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 Global Investment, Risk Management and Investment Innovation
- 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

2019 Advertising rate card

Awareness

Email opportunities

eDirect Mail (\$2,900)

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 bi-weekly – Tuesday's and Thursday's)

Leaderboard: 728w x 90h pixels, 40kb: GIF or JPG only and link (\$530 per newsletter insertion)

Text-based Bulletin Ad: 50-75 words with logo and link (\$530 per newsletter insertion)

Run-of-Site (ROS) Advertising opportunities (\$370.80/CPM 1,000 impressions) 5,000 impressions minimum

Leaderboard: 728w x 90h pixels

Big Box: 300w x 250h pixels

Thought Leadership

White Paper posting (\$1,638.75 per month)

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

Micro-sites (\$5,465 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
- Targeted digital promotion via website and email.

Ask your Account Manager for more details.

Digital Note

* IMPORTANT NOTES:

1. All display advertising units adhere to IAB Canada standard specifications. For additional information, please visit: www.iabcanada.com.
2. eNewsletters can only accommodate GIF or JPG ad formats. Static image only. Animation is not supported.
3. eNewsletter ads—only 1 click-through URL can be used per eNewsletter deployment.
4. ROS only (run-of-site): Animated GIFs may loop maximum of 3 times, ending on the last frame or 30 second of animation or less.
5. Third Party Ad Tags are accepted for ROS only.
6. Website ads—only 1 click-through URL can be used per image file.
7. Clients must supply click-through URL separately.

Please note that animated GIF's are not fully supported by all e-mail clients. We recommend that the key message be placed into the first and last frame of animation.

Ads should not click through to documents such as PDF's, MS Word files or to e-mail addresses.

**All online material to be supplied to the Sales Coordinator and or Account Manager.

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

Contact Information

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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

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

Width: 715 px max

50-75 words with link

Logo can be used (40K max file size)

Supply logo in EPS or high quality JPG format.

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

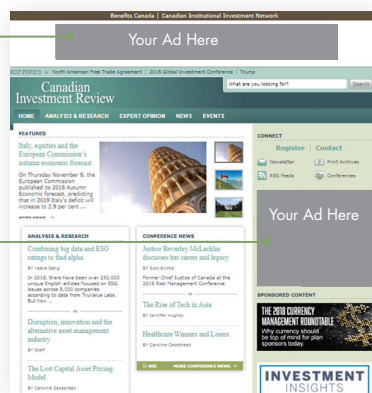
Dimensions: 300w x 250h pixels

File Size: 40kb

File Type(s): GIF, JPG, Flash SWF's,

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