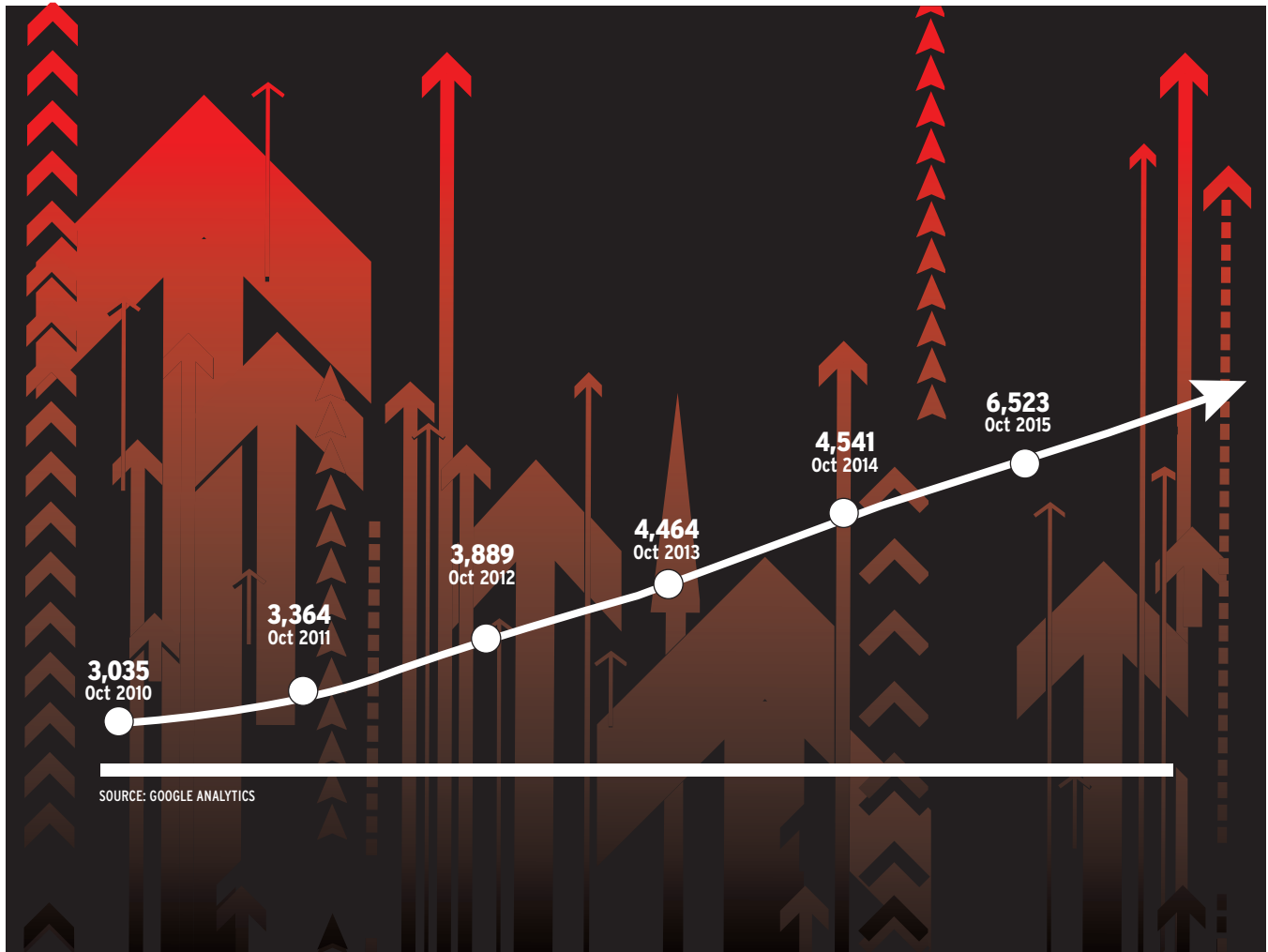


Avantages

AVANTAGES.CA



Come grow with us!

Avantages.ca 6-year traffic growth (unique visitors)

***2016 Online
Media Planner***

COMPANION PROPERTIES:

BenefitsCanada.com

InvestmentReview.com

CanadianInstitutionalInvestmentNetwork.ca

Avantages.ca is Québec's leading online resource for Québec's benefits and pension plan managers.

TARGET

Executive and financial management, pension trustees, pension and benefits professionals, managers and consultants

- Unique Users: **41,697**
- Over **11,000** Page Views per Month
- Average eNewsletter Recipients: **3,700**

As of November 26, 2015 year to date

CONTENT

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

The screenshot displays the Avantages.ca website layout. At the top, there is a navigation bar with the site logo and a call to action: "Abonnez votre collègue au BULLETIN ÉLECTRONIQUE!". Below this, the main content area is divided into several sections:

- CONSEILLER Avantages CONSEILLER PME.ca**: A header section with sub-navigation for "Nouvelles", "Rebuts", "Nominations", "Avantages sociaux", "Suppléments", "Conférences", and "PME".
- Avantages**: A featured article titled "Les employeurs tardent à implanter la retraite progressive" with a sub-headline "Plus du quart d'entre eux n'offrent aucun programme de planification de la retraite à leurs employés." and a photo of a man working at a computer.
- Conseiller**: A section titled "Le fonds de la discord" with a sub-headline "Le FIFP ne peut servir de faire-valoir à l'épargne de TRV, explique notre rédacteur en chef Yves Séguin." and a photo of a man.
- Twitter**: A section showing recent tweets from @Avantages and @AvantagesPME.
- Les plus lus**: A section listing popular articles such as "Le projet de loi 57 est adopté" and "Céder le risque de longévité grâce aux données".
- Outils**: A section for "Abonnement" and "Archives".
- Autres nouvelles**: A list of various news items with icons, including "Les placements responsables sont-ils de meilleure investissements?", "Une nouvelle présente pour l'ACCAP-Québec", and "La Caisse de dépôt investit dans l'exploration minière".
- Right Sidebar**: Contains several promotional banners:
 - "TOUTES LES ARCHIVES au bout de votre souris"
 - "TÊTES D'AFFICHE" with the sub-headline "LES INFLUENCEURS DE L'INDUSTRIE AU QUÉBEC"
 - "TABLE RONDE" with the sub-headline "LES GRANDES TENDANCES ACTUELLES EN MATIÈRE DE RÉGIMES DE RETRAITE"
 - "L'OBÉSITÉ EST UNE MALADIE CHRONIQUE"
 - "GESTION DES médicaments"
 - "AVANTAGES EST DEVENUE LE MEILLEUR MAGAZINE EN LIGNE"
 - "2015 SONDAGE SANOFI CANADA SUR LES SOINS DE SANTÉ"
 - "CONFÉRENCES 2015"
 - "COLLOQUE C.D. 2015" with the sub-headline "Le 26 novembre 2015 Hôtel Westin, Montréal INSCRIVEZ-VOUS DES MAINTENANT!"

The footer contains contact information for "CONSEILLER Avantages CONSEILLER PME.ca", including sections for "Sections" (Rebuts, Nominations, etc.), "Services" (Buletin, Fils RSS), and "Service client" (Abonnement, Contact, etc.). It also includes the Rogers Media logo and copyright information: "© Rogers Média Inc. 2010-2015. Tous droits réservés."

DISPLAY ADVERTISING

BULLETIN AD

TEXT-BASED (RECOMMENDED)

- 50-75 words with link (Submit separately)
- Text will be in Arial, Size 12
- Logo can be used (40K max file size)
- Supply logo in EPS or high quality JPG format

IMAGE/TEXT COMBINED BULLETIN AD

- Supply image files in GIF or JPG format (40K max file size)
- 50 words with link (Submit separately)
- Text will be in Arial, Size 12

IMAGE-BASED BULLETIN AD

- Supply image files in GIF or JPG format (40K max file size)
- Supply one line of text to be inserted below the image as a clickable text alternative
- Text will be in Arial, Size 12

DIMENSIONS

Width: For any combination of text/image or image-based ads, dimensions of the entire ad insertion should not exceed the corresponding newsletters width (contact your account manager for details). Newsletter width is 685 px.



ONLINE APPOINTMENT NOTICE

- Photo with 100 words and logo for one month profile in "People Watch" section of site



2016 ADVERTISING RATE CARD

Web Media (Big box, billboard, leaderboard, skyscraper)	1 Month
750 impressions	\$364
1,500 impressions	\$591
3,500 impressions	\$1,150
Biweekly e-Bulletin	1 x
Leaderboard (728 x 90), Big Box (300 x 250), 50-75 word text message with link.	\$595
Sponsored Content	1 x
Homepage badge linking to one piece of custom content or white papers/educational content.	\$887
Microsite	1 Month
Customized landing page on Avantages.ca for hosting white papers, expert opinions and profile company executives.	\$1,739
Online Appointment Notice	1 x
Photo with 100 words and logo for one-month profile in "People Watch" section of site.	\$348
Rich Media*	1 x
Site Takeover	\$2,652/per day (2 days max)
Sliver Ads	\$773/per day (3-5 days)
Catfish	\$386/per day (3-5 days)

* Some exceptions apply. Please speak with your account manager for more information.

Ask your account manager about customized web programs, branded content opportunities and complete specifications.

Avantages.ca is focusing on the unique issues of interest to Québec based pension and benefits decision-makers and helps Québec plan sponsors to stay in-tune with news, legislative changes and the overall market trends

81% of *Avantages* magazine readers visit avantages.ca

29% of *Avantages* magazine readers have visited the website of an advertiser of supplier mentioned in the publication

The average employer's size of a registered user is **900** employees

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DISPLAY ADVERTISING SPECIFICATIONS

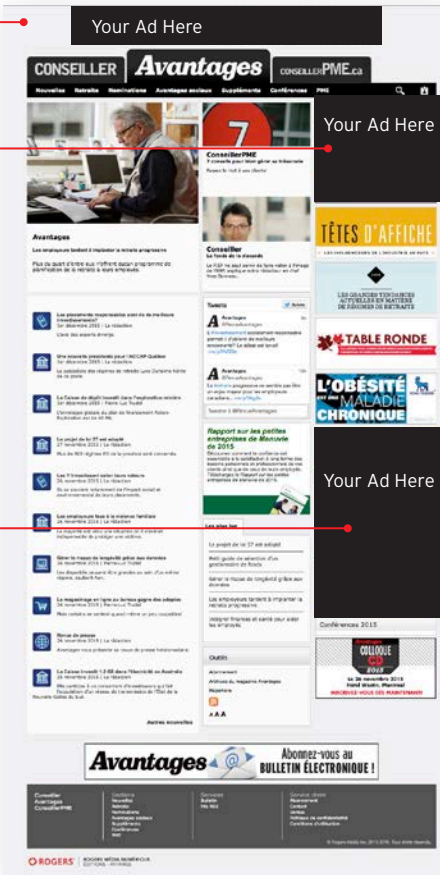
Leaderboard
728w x 90h pixels
40 kb or less

Big Box
300w x 250h pixels
40 kb or less

Narrow Skyscraper
120w x 600h pixels
40 kb or less

Wide Skyscraper
160w x 600h pixels
40 kb or less

Billboard
300w x 600h pixels
40 kb or less



FILE TYPES:

GIF, JPG, Flash SWFs, Third Party Ad Tags

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 units. Flash (SWF) files are not supported and must adhere to BPPG Flash instructions.
3. Animated GIFs may only loop 3 times, ending on the last frame.
4. Third Party Ad Tags are accepted for ROS (run-of-site) only.
5. Clients must supply click-through URL separately—do not embed into SWF.
6. All SWF files must contain Universal clickTAG. For the latest code and instructions, please visit www.iabcanada.com.
7. Website ads—only 1 click-through URL can be used per image file.
8. eNewsletter ads—only 1 click-through URL can be used per eNewsletter deployment.
9. eNewsletter ads—animated GIFs must include call to action and logo.

Please note that animated GIFs are not fully supported by all email clients. We recommend that the key message be placed into the first and last frame of animation.

NOTE: Ads should not click through to documents such as PDFs or MS Word files or to email addresses.

*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 missed campaign start date with full campaign being charged to advertiser.