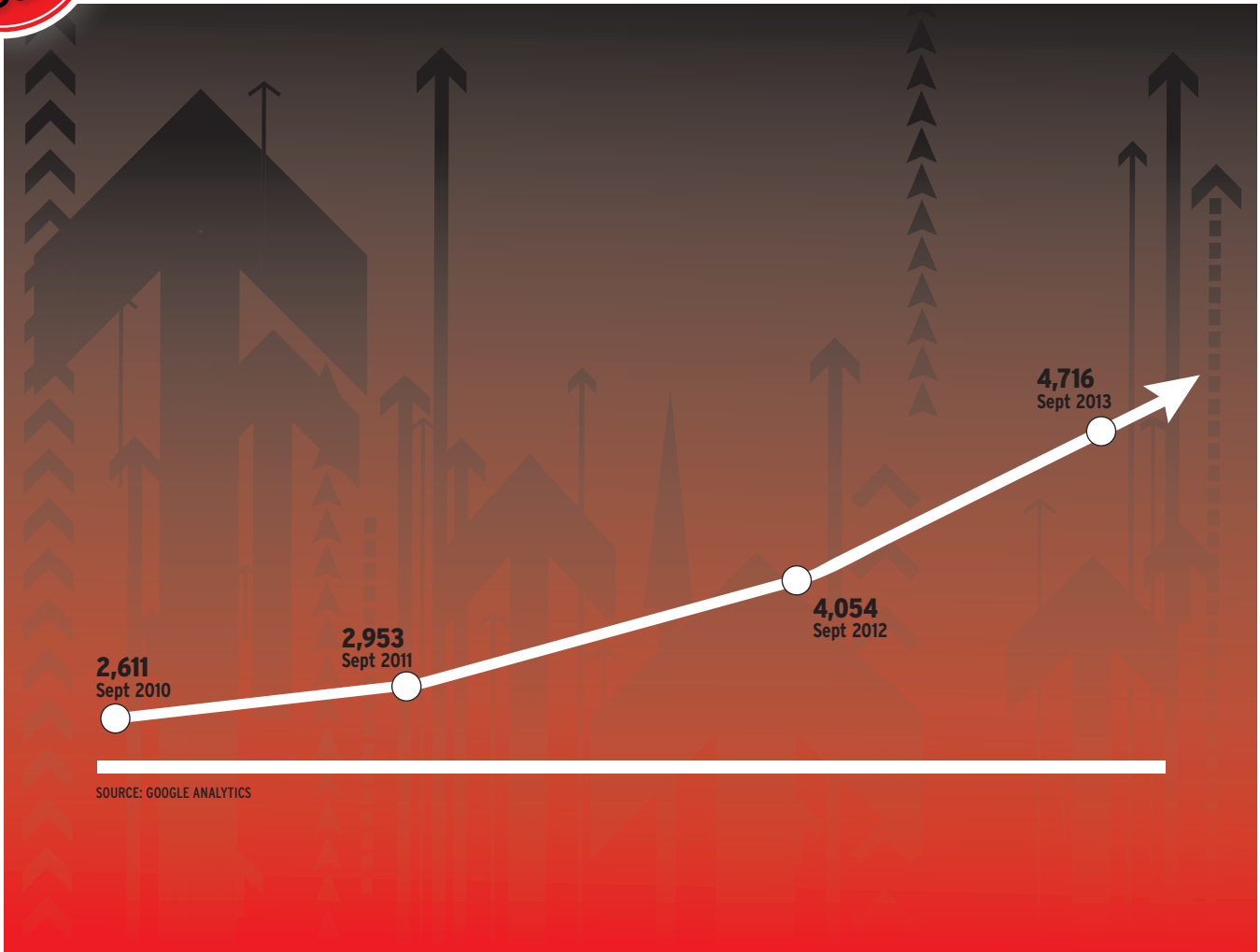




Avantages

REVUEAVANTAGES.CA



Come grow with us!

RevueAvantages.ca 4-year traffic growth (unique visitors)

**2014 Online
Media Planner**

SISTER PROPERTIES:

BenefitsCanada.com

InvestmentReview.com

CanadianInstitutionalInvestmentNetwork.ca

RevueAvantages.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: **3,500**
- Over **9,500** Page Views per Month
- Average eNewsletter Recipients: **3,700**

As of November 7, 2013 year to date

CONTENT

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

The screenshot displays the RevueAvantages.ca website. At the top, there is a navigation bar with the 'AVANTAGES' logo and a search bar. Below this, the main content area features several news articles with headlines such as 'OPTIMUM', 'ConseillerPME', and 'La santé de votre entreprise'. A sidebar on the right contains sections for 'Partenaires de votre succès', 'Outils', and 'Suppléments commandités'. At the bottom, there is a banner for 'Le Québec compte plus de 220 000 PME' and a footer with the Rogers logo and contact information.

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.



E-DIRECT

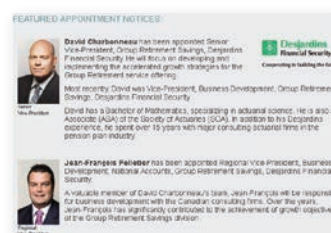
SINGLE SPONSORED EMAILS SENT TO PENSION & BENEFITS EXECUTIVES

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



ONLINE APPOINTMENT NOTICE

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



2014 ADVERTISING RATE CARD

Web Media (Big box, billboard, leaderboard, skyscraper)	1 Month
750 impressions	\$333
1,500 impressions	\$557
3,500 impressions	\$1,083
Biweekly e-Bulletin	1 x
Leaderboard (728 x 90), Big Box (300 x 250), 50-75 word text message with link.	\$557
e-Direct Mail	Per e-mail
Target full database of <i>Benefits Canada</i> online readership. List segmentation/Geo targeting also available. Minimum of 25% premium charges apply.	\$1,591
Sponsored Content	1 x
Homepage badge linking to one piece of custom content or white papers/educational content.	\$836
Microsite	1 Month
Customized landing page on BenefitsCanada.com for hosting white papers, expert opinions and profile company executives.	\$1,639
Online Appointment Notice	1 x
Photo with 100 words and logo for one-month profile in "People Watch" section of site.	\$328
Rich Media*	1 x
Site Takeover	\$2,575/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.

Revueavantages.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 revueavantages.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.