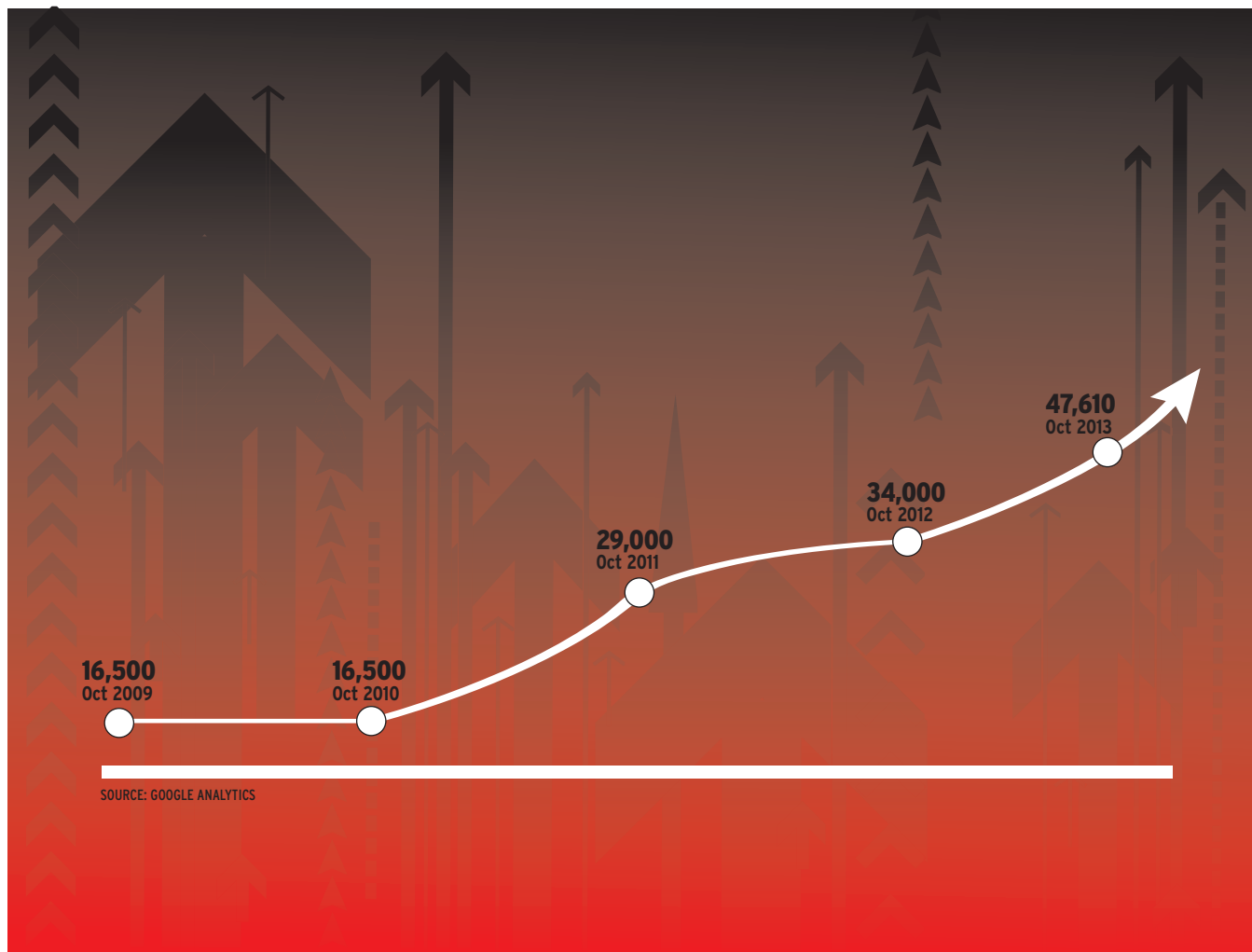


Benefits

CANADA



Come grow with us!

BenefitsCanada.com 5-year traffic growth (unique visitors)

***2014 Online
Media Planner***

SISTER PROPERTIES:

RevueAvantages.ca

InvestmentReview.com

CanadianInstitutionalInvestmentNetwork.ca

BenefitsCanada.com
is the No. 1 online
destination for pension
and benefits executives

TARGET

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

- Average Monthly Page Views:
123,515
- Average Monthly Unique Visitors:
40,561
- Average Monthly Visits: **61,216**
- Average eNewsletter Recipients:
43,000
- Average eDirect Recipients: **14,000**

As of October 31, 2013 year to date

CONTENT

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



2014 ADVERTISING RATE CARD

Web Media (Big box, billboard, leaderboard, skyscraper)	1 Month
10,000 impressions	\$2,786
20,000 impressions	\$4,458
40,000 impressions	\$7,802
Daily e-Bulletin/e-Newsletter (Roadblock exclusive for 2 consecutive days)	
Leaderboard (728 x 90), Big Box (300 x 250), 50-75 word text message with link.	\$2,500
e-Direct Mail	Per email
Target full database of <i>Benefits Canada</i> online readership. List segmentation/Geo targeting also available. Minimum of 25% premium charges apply.	\$6,688
Sponsored Content	1 x
Homepage badge linking to one piece of custom content or white papers/educational content.	\$3,064
Microsite	1 Month
Customized landing page on BenefitsCanada.com for hosting white papers, expert opinions and profile company executives.	\$4,682
Online Appointment Notice	1 x
Photo with 100 words and logo for one-month profile in "People Watch" section of site.	\$567
Rich Media*	1 x
Site Takeover	\$5,150/per day (2 days max)
Sliver Ads	\$1,545/per day (3-5 days)
Catfish	\$773/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.

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 *Benefits Canada* readers have visited BenefitsCanada.com in the past 30 days

Benefits Canada is the top destination online for Canadian pension and benefits executives

Based on 2012 readership research

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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

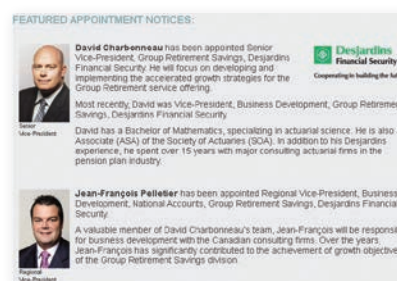
SINGLE SPONSORED EMAILS SENT TO PENSION & BENEFITS EXECUTIVES

- 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



DISPLAY ADVERTISING SPECIFICATIONS

Leaderboard

728w x 90h pixels
40 kb or less

Big Box

300w x 250h pixels
40 kb or less

Narrow Skyscraper

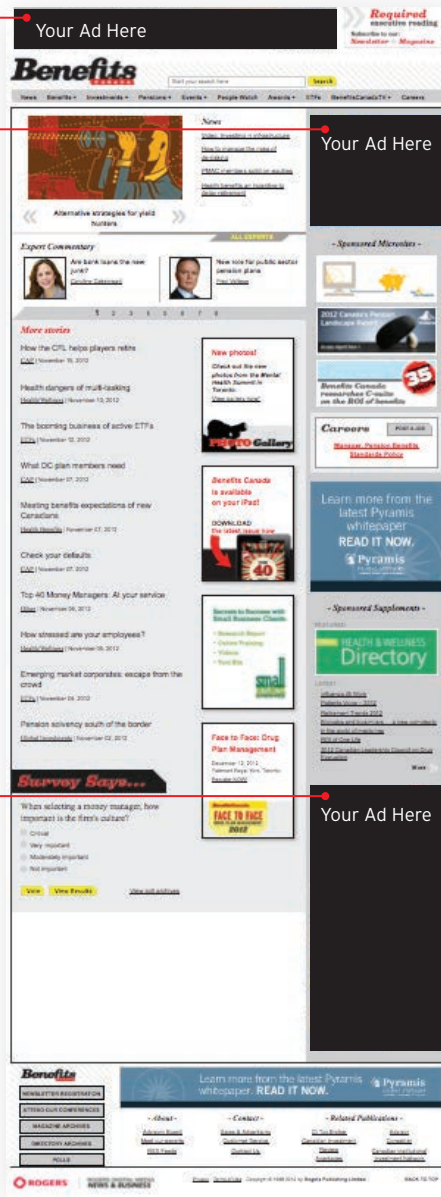
120w x 600h pixels
40 kb or less

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.