

WHY ADVERTISE WITH CPBI

Whether you are a professional in the pension, benefits and institutional investment industry or a company offering professional services, the CPBI Members' Directory and CPBI website offer you a unique opportunity to advertise your services and attract new business opportunities.

CPBI Members' Directory

The CPBI Members' Directory will connect you with a market of over 3,000 industry leaders and decision makers.

CPBI members across Canada and the United States use the Members' Directory on a daily basis to catch up with peers, look for service providers and reference CPBI's national and regional activities.

PRINTED VERSION: Printed on high-quality paper, the Directory offers widespread visibility of your company's message to the industry leaders that count.

3D ONLINE VERSION: The 3D on-line version offers an alternative version for those who care about the environment, yet, still want to flip through the Directory pages. Updated 3 times a year, the 3D on-line Directory is available on-line through the members only section of the CPBI website. It can be viewed in a web browser on members computers or IPADs. Members can run a search, highlight or bookmark the results and even add notes, furthermore, members can download a copy on their computer to view it off-line. [Click here for a demo.](#)



AVAILABLE SPACE

Announcement space in different formats and sizes is available in both the printed version and the 3D on-line version the CPBI Members' Directory

COVER:

Choose the inside front cover or the back cover and benefit from maximum visibility.

MEMBERS' SERVICES SECTION:

Highlight your service by announcing preferential rates for all CPBI members in the members section

CONSULTANTS & LAWYERS SECTION:

This new section in the directory, consultants and lawyers members are listed along with the area of their speciality. Choose to introduce yourself or your team to CPBI members by including your contact information, short description and logo

REGIONAL OPPORTUNITIES:

Advertise in the regional sections and target members in a specific region

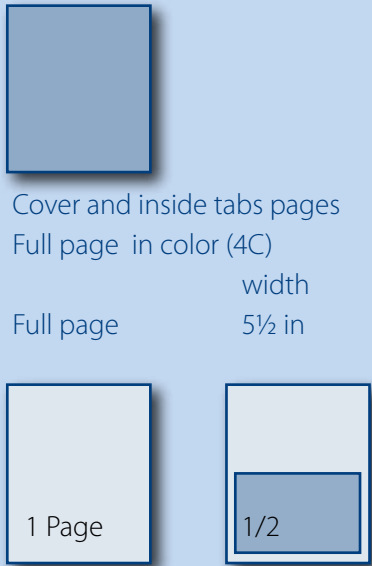
CPBI MEMBERS' DIRECTORY ADVERTISING RATE CARD

Ads will appear in the Members' Directory printed version and the 3D on-line version. All Ads will be included in all the 3 updates of the 3D online version of the Directory scheduled to be released throughout the year. Ad space reserved after February 15, 2015 will appear only in the updated version of the 3D online version of the Members' Directory.

Section	Full Page (5½x8½ in.)	½ page (5½x4¼ in.)
Inside front cover	\$5,500 (4C)**	
Members' services	\$3,000 (4C tab)* - \$1,500 (b/w)	\$800 (b/w)
Consultants & Lawyers	\$3,500 (4C tab)* - \$1,500 (b/w)	\$800 (b/w)
Atlantic section	\$1,750 (4C tab) - \$1000 (b/w)	\$550 (b/w)
Québec section	\$3,750 (4C tab)* \$1,900 (b/w)	\$1000 (b/w)
Ontario section	\$3,750 (4C tab)* \$1,900 (b/w)	\$1000(b/w)
Manitoba section	\$1,500 (4C tab) - \$900 (b/w)	\$550 (b/w)
Saskatchewan section	\$1,500 (4C tab) - \$900 (b/w)	\$550(b/w)
South Alberta section	\$1,500 (4C tab) - \$900 (b/w)	\$550 (1C)
North Alberta section	\$1,500 (4C tab) - \$900 (b/w)	\$550 (1C)
Pacifique section	\$2,750(4C Tab)* - \$1200 (b/w)	\$700 (b/w)
USA & other section	\$1,500 (4C tab) - \$750 (b/w)	\$400 (b/w)
Inside cover	\$5,000 (4C)*	-
Back cover	\$7,000 (4C)**	

LISTING IN THE CONSULTANTS & LAWYERS SECTION

- **Option A - \$350** Includes: **Company Logo, 2 contacts and their Complete information**
- **Option C - \$450** Includes: **Company logo + 2 contacts and their information + 50 words text description**



Cover and inside tabs pages
Full page in color (4C)

	width	height	bleed
Full page	5½ in	8½ in	6 x 9 in

Inside Pages
Black and White (1C) - printed version
Color - 3D interactive version

	width	height	bleed
Full page	5 in	8 in	no
1/2 page	5 in	3 ⁷ / ₈	no

* includes a 3 months on-line banner placement in the CPBI website members only section and 2 updates in the Directory 3D on-line version

** includes a 6 months on-line banner placement in the CPBI website members only section and 3 updates in the Directory 3D on-line version

- **All Ads booked until February 15, 2015** will be included in the print and the first release of the 3D interactive online version
- **Ads booked after February 15, 2015** will appear in the 3D interactive version 2nd and 3rd release - please contact us for a customized pricing.
- **Ads in the 3D interactive version** will link the the client website - please provide a direct link along with the artwork

To reserve your space contact:
Lena A. Jaoude
Marketing, CPBI-ICRA
T: 514-288-1222 ext 24
Email: Lena@cpbi-icra.ca

