

# CONSEILLER.CA

## MEDIA PLANNER 2010

### Overview

Launched in May 2005, *conseiller.ca* is the online resource for Québec advisors.

Produced by the award-winning Québec editorial team of *Conseiller*.

### Target

Québec financial advisors

### Focus

- Québec-specific advisor news
- Market-targeted strategies
- Industry tools and templates

### This site also includes:

- Practice management articles
- Real time solutions relative to the financial advisors individual needs and market
- A daily bulletin featuring up-to-date industry news and information
- Links to additional online resources
- Tools, template letters and client-education materials

### Registered users

10,260



\* Online Numbers as of January, 2010

## Share the tools.

CONSEILLER.CA | CONSEILLER | ADVISOR'S EDGE | ADVISOR'S EDGE REPORT | ADVISOR.CA

## Shape the future.



## 2010 ADVERTISING RATE CARD

Web Media (Big box, billboard, leaderboard, skyscraper)	1 Month	3 Months	6 Months
<b>5,000 impressions</b>	\$1090	\$1035	\$980
<b>10,000 impressions</b>	\$2070	\$1960	\$1860
<b>25,000 impressions</b>	\$4650	\$4400	\$4175
<b>Conseiller.ca Daily E-bulletin (Per day)</b>			
	<b>1 – 3 x</b>	<b>4 – 7 x</b>	<b>8 + x</b>
Daily Bulletin text message	\$1,367	\$1,093	\$820
Exclusive leaderboard or Big Box	\$650	\$600	\$550
<b>Conseiller.ca E-direct Mail</b>			<b>Per e-direct</b>
Exclusive text message with HTML links. Limited availability.			\$7,103
<b>Conseiller.ca Partner Education</b>			
	<b>1 – 3 x</b>	<b>4 – 7 x</b>	<b>8 + x</b>
500 word article posted exclusively for one week	\$820	\$656	\$546
<b>Special Report Sponsorship</b>			<b>Per report</b>
Monthly Conseiller.ca reports that include original coverage and actionable content tools for advisors			\$5,305
<b>Transitional ads</b>			<b>Per week</b>
			\$2,186
<b>Microsite</b>			<b>Per month</b>
Exclusive placement with custom-built landing page			\$4,371
<b>CONTACT YOUR ACCOUNT MANAGER FOR MORE SPONSORSHIP DETAILS</b>			

### TERMS AND CONDITIONS (Allow five business days for posting.)

- Detailed reporting will be provided monthly.
- All rates are gross dollars, unless noted otherwise.
- Specs available on request.
- Rates are based on run of site and placement in available ad sizes; a premium will apply to specific ad placement.
- Prices are subject to sales taxes where applicable.
- Accounts are payable at the office of publication in Canadian funds or their equivalent at the prevailing rate of exchange at the time of payment.

## 2010 SPECIAL REPORTS

### JANUARY

- *Happy Birthday, TSFA!*

### FEBRUARY

- *RRSP Counselling*

### MARCH

- *Federal Budget*

### APRIL

- *Tax-Season*

### MAY

- *Real Estate Realities*

### JUNE

- *Asset Allocation: CFA Institute Conference*

### JULY

- *Insurance Strategies*

### AUGUST

- *Retirement Income*

### SEPTEMBER

- *Group RRSPs*

### OCTOBER

- *Charitable Planning*

### NOVEMBER

- *Planning for Seniors*

### DECEMBER

- *Dollars & Sense*

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