

# eBLAST PROGRAM

FEBRUARY 2022

The ACPM **eBlast Program** is a service that allows members to deliver a customized electronic message to thousands of industry professionals across the country. Our database includes plan sponsors, administrators, trustees, service providers, HR professionals, and associations.



**ACPM** is the leading advocacy organization for a balanced, effective and sustainable retirement income system in Canada and our membership manages retirement plans for millions of plan members.

**ACPM MEMBERSHIP REPRESENTS:**

- » Plan Sponsors, Administrators and Trustees
- » Actuarial, Consulting and Accounting Firms
- » Investment and Legal Firms
- » Custodians and Record Keepers
- » Organized Labour
- » Human Resource Professionals
- » Government / Agency Employees
- » Professional and Industry Associations

# WHAT YOU NEED TO KNOW

## PROCESS and REQUIREMENTS

**1. CLIENT SUBMISSION:**

- a. HTML code —supplied as a separate file (*preferred*);  
OR
- b. Single elements:
  - › Images (PNG, JPG, GIF)
  - › Any URL links
  - › Text
  - › Subject line

**2. DESIGN:**

ACPM sets up the eBlast and sends to Client for approval

**3. eBLAST DELIVERY:** eBlast is ready and scheduled for delivery

## DETAILS and RESTRICTIONS

- » All content must be supplied at least five business days prior to fulfillment
- » Maximum of one eblast per Client per a two week period; flexible dependent on other bookings
- » Limited number of eBlast slots available – your timeslot is based on the timing of your order
- » No blackout periods – your eBlast can be sent any day, any time
- » Advertiser and ad content is subject to approval and at the discretion of ACPM

# PRICING

### ACPM LEADERSHIP SUPPORTERS

<b>2x</b>	<b>OVER 2x</b>
<b>COMPLIMENTARY</b> <small>(per calendar year)</small>	<b>\$125</b> /per email

### ACPM PLAN SPONSOR MEMBERS <sup>(i)</sup>

<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>\$200</b>	<b>\$175</b> /per email	<b>\$150</b> /per email

### ACPM INDIVIDUAL MEMBERS

<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>\$275</b>	<b>\$250</b> /per email	<b>\$225</b> /per email

### NON-MEMBERS

**NOT AVAILABLE**

**Notes:**

- (i) Plan Sponsors, Administrators, Trustees, and Government Employees.
- (ii) Prices are per occurrence. All orders are final.
- (iii) Prices do not include applicable taxes.
- (iv) English and French eBlasts with the same message are considered as one order.
- (v) Resending of a previous eBlast without any changes is considered as one order.





## YOUR CONTACT INFORMATION *(Please check one category only)*

**ACPM LEADERSHIP SUPPORTER**

NAME OF ORGANIZATION \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ POSITION \_\_\_\_\_

**ACPM PLAN SPONSOR MEMBER \***

NAME \_\_\_\_\_ MEMBER N° \_\_\_\_\_

**ACPM INDIVIDUAL MEMBER**

NAME \_\_\_\_\_ MEMBER N° \_\_\_\_\_

*\*Plan Sponsors, Administrators, Trustees, and Government Employees*

## YOUR eBLAST ORDER INFORMATION

N° of eBLASTS \_\_\_\_\_

PLEASE INSERT BELOW YOUR PREFERRED DATE AND MONTH:

### EBLAST SCHEDULE

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |



## YOUR PAYMENT INFORMATION

SELECT YOUR PAYMENT OPTIONS:

**INVOICE** *(Invoice will be issued by ACPM with applicable taxes)*

**CREDIT CARD**     VISA     MASTERCARD     AMERICAN EXPRESS

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

HST/GST# R105194245, QST#1210404704

## TO PLACE YOUR ORDER or FOR ASSISTANCE

PLEASE EMAIL THIS FORM TO or CONTACT:

**JUDY LEI**  
Manager, Operations and Programs  
[judy.lei@acpm.com](mailto:judy.lei@acpm.com)  
TEL: 416-964-1260 EXT. 224

