

Reaching over 12,000 exempt market dealers and advisors across Canada every week!

BENEFITS OF ADVERTISING ON THE PCMA E-NEWS BRIEF

- **Targeted reach**- Get your message in front of all PCMA members (prime real estate)
- **Official newsletter of the association**- The most credible platform within the industry
- **Adaptable interactive advertising**- Change your ad on every issue and gauge the response to your messages
- **Measurable results**- Enjoy access to comprehensive metrics and campaign reporting
- **Opt in subscriber base**- PCMA members have asked to receive this!

A Leaderboard- Premium advertising right underneath the association logo, great branding opportunity and prime real estate.
\$5,000 for 12 weekly issues
728x90 (.jpg/.gif/.png file), No larger than 49kb file size.

B Skyscraper- Premium ad space above the fold. Directly parallel to the articles in the top half of the newsletter. Our biggest ad unit!
\$5,000 for 12 weekly issues
300x600, (.jpg/.gif/.png file), No larger than 49kb file size.

C Sponsored Content- Exclusive thought leadership opportunity. Deliver your expert advice to the associations members through white papers and articles. Your company will have the ability to push 3 separate white papers (all hyperlinked) along with a high res logo and 5 unique headlines.
\$1,500 per insertion (minimum 4 insertions)

D Big box ad- Premium ad unit adjacent to the Industry news articles in the body of the newsletter – great for branding.
\$5,000 for 12 weekly issues
300x250 (.jpg/.gif/.png file), No larger than 49kb file size.

VIEW ONLINE | FORWARD | MEDIA KIT

Committed to industry news, opinion and analysis

PCMA
PRIVATE CAPITAL MARKETS ASSOCIATION
OF CANADA
THE NATIONAL VOICE OF EXEMPT MARKET DEALERS, ADVISORS AND INVESTMENT PROFESSIONALS

E-NEWS BRIEF

ARCHIVE | PRINTER FRIENDLY VERSION | SEND TO A FRIEND | PCMACANADA.COM

A LEADERBOARD #1

TOP NEWS

INSTITUTIONS TURNING MORE AND MORE TO ETF'S APRIL 18TH 2017
Assets invested in ETF's listed globally and in Canada have reached record highs with 35 consecutive months of net inflows. Given this, it is not surprising that ETF's are increasingly playing an important role in investment portfolios with Canadian institutions

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SPONSORED CONTENT

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BOARD MEMBER UPDATE
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LEADERBOARD #2

FEATURE SPOTLIGHT

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EVENTS

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PRIVATE CAPITAL MARKETS ASSOCIATION
OF CANADA

(THE INVESTMENT PROFESSIONAL SOCIETY OF CANADA) (SOCIÉTÉ PROFESSIONNELLE D'INVESTISSEMENT DU CANADA)

E-News Brief

Reaching over 12,000 exempt market dealers and advisors across Canada every week!

E Leaderboard #2- Premium ad unit embedded in the body of the newsletter. Highlights the articles below the fold.
\$3,500 for 12 weekly issues
728x90 (.jpg/.gif/.png file), No larger than 49kb file size.


F Feature Spotlight- Showcase your latest product/service to the industry with this exclusive placement with 100% SOV. Include a high res logo, 5 word headline, 50 word description and link to your site.
\$1,500 per insertion (minimum 4 insertions)

G Skyscraper 2- Premium branding alongside the industry events section of the newsletter.
\$3,500 for 12 weekly issues
300x600, (.jpg/.gif/.png file), No larger than 49kb file size.

H Leaderboard #3- Underscore the industry events section through this exclusive marketing opportunity.
\$3,500 for 12 weekly issues
728x90 (.jpg/.gif/.png file), No larger than 49kb file size.


I Product Showcase- Allows 3 companies the opportunity to showcase their latest products to the association's members, Includes a high res photo, 5 word headline, 50 word description and a link to the website.
\$3,500 for 12 weekly issues

J Lower leaderboard- Large ad closing out the newsletter. Leave a lasting impact on the reader's mind.
\$3,500 for 12 weekly issues
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E LEADERBOARD #2



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G SKYSCRAPER #2

H LEADERBOARD #3

PRODUCT SHOWCASE

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J LEADERBOARD #4

SPECIAL THANKS TO PCMA FOUNDING PARTNERS





For all questions and inquiries please contact:

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