



The Canadian Investor Relations Institute (CIRI) is a professional, not-for-profit association of executives responsible for communication between public corporations, investors and the financial community.

With four Chapters and over 600 members across Canada, CIRI is the world's second largest society of investor relations professionals.

Targeted Advertising Solutions

Are you looking to communicate your message to decision makers and influencers within the **IR community**? CIRI offers a number of cost-effective solutions to meet your advertising needs.

Differentiate yourself and build brand awareness by advertising in CIRI's online publications. Your interactive ad will drive IR professionals to your website, specifically where you direct them.

IR leader

IR leader is an issues-based bi-monthly publication covering a broad range of financial, regulatory and accounting issues relevant to the practice of investor relations. Columns are written by senior IR practitioners, professionals recognized for their expertise and respected business executives.

Distribution: Over 550 CIRI members (74% practitioners, 13% consultants, 13% vendors), and non-member subscribers.



IR focus

IR focus is a bi-monthly publication providing in-depth insight on a professional IR-related issue or challenge.

Distribution: Over 550 CIRI members (74% practitioners, 13% consultants, 13% vendors), and non-member subscribers.

wiRed

wiRed is a weekly electronic newsletter developed for individuals who work in IR or IR-related fields, keeping them abreast of everything they need to know in this ever-changing IR environment.

Distribution: A network of over 2,500 CIRI members and non-member IR professionals.



Circulation

All CIRI members receive *IR leader*, *IR focus* and *wiRed*. *wiRed* is also delivered weekly to a network of over 2,500 IR professionals.

2015 Ad Options

Publication	Ad Size	Home Page	Inside Page
<i>IR leader</i>	300 x 250	\$750	\$575
<i>IR focus</i>	300 x 600	\$1,000	
<i>wiRed</i>	720 x 100	\$500	

New Bundles:

'One of a Kind' Bundle \$1,660
one *IR leader* ad
one *IR focus* ad
one *wiRed* banner ad

'Double Decker' Bundle \$2,120
two *IR leader* ads
two weeks homepage ad
two *wiRed* banner ads

'Triple Threat' Bundle \$3,180
three *IR leader* ads
three weeks homepage ad
three *wiRed* banner ads

'Six Pack' Bundles
six *IR leader* ads **\$2,760**
six weeks homepage ads **\$1,200**
six *wiRed* banner ads **\$2,400**

Mechanical Specifications

Resolution: 72 dpi
Format: JPG, GIF, animated GIF or PNG
File Size: 40K or smaller

Online Publications Advertising Agreement

Please complete the Agreement on the reverse and submit to:
Jane Maciel
CIRI Publications Specialist
Phone: (416) 364-8200
Fax: (416) 364-2805
Email: jmaciel@ciri.org



2015 Advertising Rate Sheet

Online Publications Advertising Agreement

Publication	Ad Size	Description	Cost Per Ad	Total
<i>IR leader</i>	300 x 250	Inside page Ad	\$575	
<i>IR leader</i>	300 x 250	Homepage Ad	\$750	
<i>IR focus</i>	300 x 600	Exclusive Ad (one ad per issue)	\$1,000	
<i>wlRed</i>	720 x 100	Banner Ad	\$500	
Homepage	476 x 86	One week duration on CIRI.org homepage	\$250	
'One-of-a-Kind' Bundle				
'Double Decker' Bundle				
'Triple Threat' Bundle				
'Six Pack' – <i>IR leader</i>				
'Six Pack' - Homepage				
'Six Pack' - <i>wlRed</i>				
			Subtotal:	
			Tax:	
(AB, BC, MB, NWT, NU, SK, YU = 5%, NB, NF, ON = 13%, PEI = 14%, NS, QC = 15%, USA or other countries = 15%)				
			TOTAL:	

Terms:

The advertiser and CIRI agree that:

- CIRI reserves the right to review all advertising material and reserves the right to reject any advertising material or, with the advertiser's consent, to revise the material.
- Advertisers placing ads in three or less issues will be required to supply payment **with their Agreement.**
- **Advertisers will be invoiced for their entire contract amount after the first publication of the Agreement. The advertiser agrees to pay CIRI within 30 days of the invoice date.**
- An advertiser may cancel space with written notice to CIRI within 15 days of the publication month. A \$75 administration fee will be applied to all cancelled ads.
- In consideration of publication, the advertiser shall indemnify and hold harmless CIRI, its directors, officers, members, employees and agents from and against all losses, claims, costs, damages and liabilities incurred or caused, including solicitors' fees as incurred, and shall defend all proceedings or actions, arising out of or in connection with any claims made by any person, firm or corporation in connection with such publication and this agreement.

Name: _____

Title: _____

Company: _____

Phone: _____

Email: _____

Address: _____

Please invoice

Cheque enclosed, payable to CIRI

Credit Card Payment

Card Type: Visa Amex MasterCard

Card #: _____

Expiry: _____ CVV: _____

Name on Card: _____

Signature: _____