



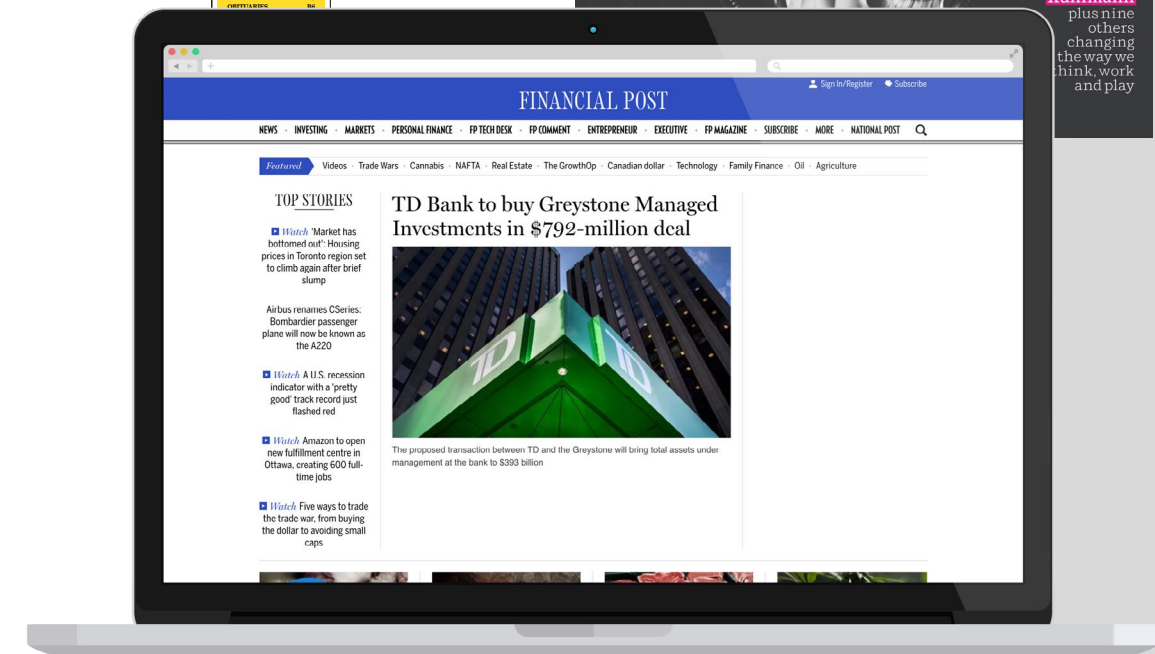
Appointment Notices

Raise your corporate profile in Canada's business community with the power and reach of Postmedia's premier Brands and content.

The Postmedia Network is comprised of more than 140 respected brands across print, web, and mobile platforms. Our award-winning journalists and innovative product development teams deliver meaningful and engaging content to millions of people every week, whenever and wherever they want it.

Our exceptional content, reach and scope provides your company the unique opportunity to effectively raise your business's profile nationally, or target specific markets.

We also offer a full suite of Advertising, Content, Search, Social and Website services to raise the profile of your business on the Postmedia Network and beyond.



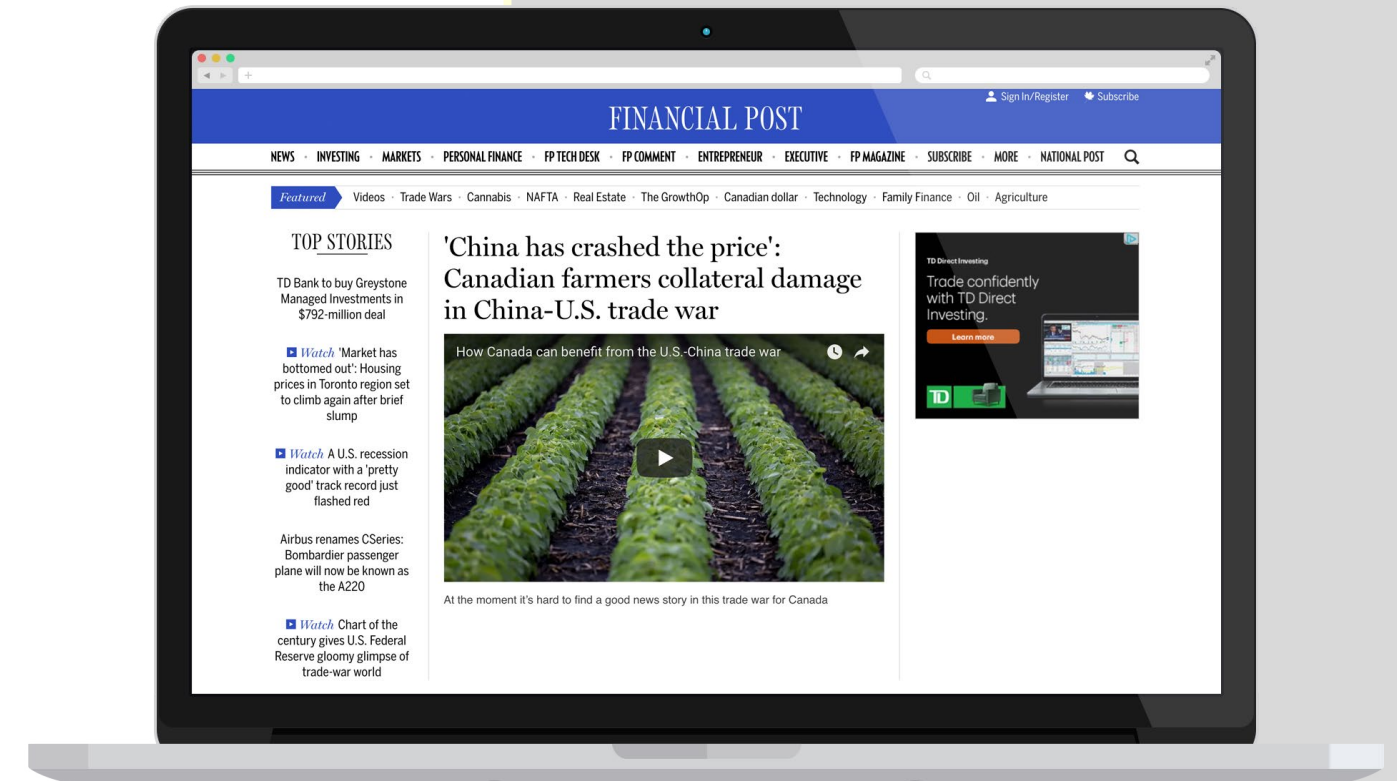
Showcase your corporate talent with our superior reach of influential, sophisticated and upscale Canadians through digital and print.

Postmedia continues to engage readers and attract key demographic segments:

Business Professionals: C-Suite, Sr. Managers / Owners / Professionals, Business Purchase Influencers

Affluent Demographic: High household income, high average savings & securities, have an active investment portfolio

Exclusive Readers: Loyal readers who make our publications their primary source for business news and opinion



Best Value & Reach for 1/4 Page Ads or Larger

Advertising Rate 1 Day Print & 4 Week Digital Package: \$60 (per agate line)

Print Publications:

Financial Post National Edition
 Vancouver Sun Financial Post Section
 Montreal Gazette Financial Post Section
 Calgary Herald Financial Post Section
 Edmonton Journal Financial Post Section
 The London Free Press Financial Post Section
 Windsor Star Financial Post Section
 Ottawa Citizen Financial Post Section
 Regina Leader Post Financial Post Section
 Saskatoon Star-Phoenix Financial Post Section

Digital:

250,000 Digital Impressions on our Network Sites
 Geo Targeted

*Ads can click through to your website, or we can provide you a landing page with a minimum of 5 business days' notice.



National Post & Postmedia Network reach

1,580,000 M-F



2,450,000 Sat

4,251,000 Print Weekly

Digital Reach

Postmedia's Design Team will develop Big Box Ads (300 x 250) highlighting your appointee which will receive 150,000 impressions over a 30 day period.

*Ads can click through to your website, or we can provide you a landing page with a minimum of 5 business days' notice.

Financial Post Magazine (FPM)

CANADA'S LEADING BUSINESS MAGAZINE

The Financial Post brand was founded in 1907 and has been a leader in trusted business news & commentary for 111 years in Canada. For 46 years *Financial Post Magazine* has provided context, analysis and understanding of current trends, companies and issues that are shaping the economy and Canadians' lives. FPM fills an untapped niche in Canada's business-magazine press, focusing on power and luxury: Who's on top, what they know, how they live, and how readers can emulate the best of it.



Standard rate card will apply for the addition of FPM to your Appointment Notice.

Advertising Rates

One Day Packages start at:
 \$30 (per agate line)

Postmedia has 160 brands across Canada:

For additional information or to book your appointment notice, Please call:
 1-800-668-5617 ext. 2811 or
 416-386-2811

appointmentnotices@nationalpost.com



Key Deadlines and Specifications for Appointment Notices

Appointment Notice Creative Specifications and Design

- All appointment notices under 350 agate lines must adhere to the Postmedia's editorial style of:
- 1 person (photo) per double column
- Web addresses allowed
- Italics or uppercase permitted on company names and/or proper names of publications
- Company logos are placed at the top of base of the announcement, covering a maximum of 15 lines agate

Full creative creation allowed for appointment notices greater than 350 agate lines. Please contact your Postmedia representative for complete details and specifications.

Photos

Professional photography or corporate logo.

Supply an electronic file or glossy 5"x7" headshot, preferably showing the head and shoulders.

Photos to be sized to 1.94"x2.57"

	Electronic	Hard Copy
Photo(s)	Min. 300 DPI 5"x7"	Colour Gloss 5"x7"
Logo	Min. 300 DPI	Company letterhead
Copy	Word document	
File Format	EPS, JPEG, or TIFF	

Need more information?

Please contact your Postmedia representative.

416-386-2811 or 1-800-668-5617 ext. 2811

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