

canadian
hedgewatch 

2011

ADVERTISING RATES AND SUBMISSION GUIDELINES

We read the market,
then the market reads us.

canadianhedgewatch.com

A D V E R T I S I N G R A T E S

Canadian Hedge Watch Inc. (CHW)

Canadian Hedge Watch is an educational organization whose mission is to promote the alternative investments industry in Canada and provide informational access to the Canadian marketplace through our website, seminars, forums, research and analytical tools, and both our **Hedge Watch Monthly** and **Quarterly Reports**.

Why advertisers choose CHW

- Visitors to our website are hedge fund industry professionals, service providers, advisors and high net worth individuals looking for hedge fund related information and products.
- We offer the highest traffic and data credibility in the market.
- Associate your company with Canada's premier hedge fund information source and host of the annual **World Alternative Investment Summit**.

We can help you craft a total communications package to maximize your marketing presence and impact. **Canadian Hedge Watch** offers several ways for you to enhance your marketing program:

■ Hedge Watch Monthly Report Advertising Opportunities

Reach thousands of subscribers, financial advisors and sophisticated investors with your message. The **Hedge Watch Monthly Report** can help you reach your audience.

NEWSLETTER ADVERTISING	Semi-annual (6 issues)	Annual (11 issues - 1 payment)
Full page (8"w x 10 1/2"h)	\$6,000.00	\$10,000.00
1/2 page horizontal (8"w x 5 1/4"h)	\$4,000.00	\$7,000.00
1/2 page vert. (3 7/8"w x 10 1/2"h)	\$3,000.00	\$5,000.00
1/4 page (3 7/8"w x 5 1/4"h)	\$1,700.00	\$4,000.00

■ Hedge Watch Website Advertising Opportunities

Complement your print advertising and strengthen your brand by advertising on www.canadianhedgewatch.com

WEBSITE BANNER ADS	Semi-annual	Annual
Top (468 x 60 pixels)	\$6,000.00	\$10,000.00
Right side (120 x 80 pixels)	\$4,000.00	\$7,000.00
Right side (120 x 60 pixels)	\$3,000.00	\$5,000.00
Right side (120 x 40 pixels)	\$1,700.00	\$4,000.00
Note: JPG, GIF or animated GIF format. Minimum 72 dpi resolution required.		

■ Combined Newsletter & Website Advertising

Maximize the effectiveness of your advertising with a combined print/website campaign for a minimum of six months and receive additional discounts of 20% (semi-annual) and 30% (annual).

- Prices effective February 2011
- Prices subject to change without notification
- Prices do not include applicable taxes

ARTICLE & AD SUBMISSION GUIDELINES

Canadian Hedge Watch Monthly Report is a monthly publication distributed to members via Canada Post and electronically via the CHW website at www.canadianhedgewatch.com. Although many articles are commissioned, the editors encourage unsolicited submissions on any hedge fund related topic that may be of interest to our readers such as investment, management, analysis, research, technical papers, international developments, events, regulatory issues, etc. If you have an idea for an article, please contact us with a short synopsis and an indication of your qualifications and experience.

■ Submitting an Article

To be considered for publication, all articles must be educational and informative, rather than promotional. A company may be mentioned and its services described as a background for more general information of value to our readers. “Infomercials” will not be accepted.

Submissions will be assessed by the CHW editorial board which has final control over publication. Articles accepted for publication become the property of **Canadian Hedge Watch Inc.**, along with reprint rights and electronic rights.

Articles will be copy-edited by CHW prior to publication and may be returned to the author for re-writing and/or approval if major changes are required. CHW maintains final editorial control.

While every effort will be made to ensure the accuracy of information published, **Canadian Hedge Watch Inc.**, its staff, management and shareholders will not be responsible for the content of individual articles. Any liability incurred as a result of the article and opinions therein, whether expressed or implied, is the sole responsibility of the author.

- 1) **Newsletter articles generally average 1,500 to 2,000 words** in length. Longer or shorter pieces will be considered if they meet the goals and standards of the report. **Each article should include a title**
- 2) **Include full author contact information** as you want it to appear in the byline (Company name, your name and title, email address), and a short **author biography** of 50 words or less. Keep any formatting simple (paragraphs, headings, subheadings, bulleting, numbering). The report uses a four colour process so any graphs and tables should be reproducible in this format.
- 3) **Include a photo of the author** (Photo must be saved as a 300 dpi jpg.)
- 4) **Include a file of your company logo.** (An Adobe Illustrator eps file is preferred)
- 5) **Deadline for submission is 5 p.m. on the 3rd business day of each month** (for publication in following month). Please be aware of this deadline especially if your article requires company approval(s) prior to submission.
- 6) **Article file format:** Please provide files in Microsoft Word. Use your company name in the title, followed by CHW and the year. Example: **YourCompany CHW 2011.doc**
- 7) **Submit articles by email to: Terry Krotowski at krotowski@canadianhedgewatch.com.** Any graphics (e.g. graphs & charts) included in your article should be attached separately in a high resolution PDF, JPG or EPS format at 300 dpi minimum to ensure quality reproduction.
- 8) If your article is published, we'll send you a complimentary PDF copy of the **Hedge Watch Monthly Report**. Hard copy available upon request.

■ Submitting an Ad

- 1) **Ads must be submitted by 5 p.m. on the 3rd business day of each month** (for publication in following month).
- 2) **Ad file format:** Please provide ads as a high resolution PDF, minimum 300 dpi. No bleed required. Use your company name in the title, followed by CHW and the year. Example: **YourCompany CHW 2011.pdf**
- 3) **Submit ads by email to: Terry Krotowski at krotowski@canadianhedgewatch.com.**
- 4) Direct any production questions to: **Vic Finucci (Art Director) 416.848.0277 x2269 finucci@canadianhedgewatch.com**

■ Submission checklist

- Educational article (1,500 to 2,000 words - Microsoft Word file)
- Authors name, company, title and email address
- Short author biography (50 words or less)
- Authors photo (jpg file)
- Company logo (eps file)
- Company ad (pdf file)

Your target is our market.

Advisors
Asset Managers
Brokers
CEO's
CFO's
Chief Investment Officers
Compliance Officers
Consultants
Custodians
Exchange Personnel
Family Offices
Fund Administrators
Fund Managers
High Net Worth Individuals
Investment Directors
Lawyers
Managing Directors
Pension Fund Managers
Portfolio Managers
Regulators
Senior Analysts
Technology & Information Providers
Treasurers
Trustees

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