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## Canadian ETF Watch bi-monthly publication

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**Canadian ETF Watch (CETFW)** is a bi-monthly publication distributed to 20,000 subscribers. Although many articles are commissioned, the editors encourage unsolicited submissions on any ETF related topic that may be of interest to CETFW 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.

## Why advertisers choose Canadian ETF Watch (CETFW)

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Through a dedicated website, bi-monthly issues and email campaigns, we speak directly to over 20,000 Canadian financial advisors, investors, managers and service providers, presenting them with the latest information on current ETF activity. As Canada's ETF market continues to grow, our content and coverage expands, presenting numerous marketing and promotional opportunities.

## Combined newsletter & website advertising

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Reach thousands of subscribers, financial advisors and sophisticated investors with your message, stories, press releases and marketing communication. Maximize the effectiveness of your advertising with a combined print/website campaign.

## Canadian ETF Watch website - [www.canadianetfwatch.com](http://www.canadianetfwatch.com)

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This website is designed to be a third-party, one-stop tool for advisors and investors. The focus is on education and consolidated data. This is an excellent tool for product announcements, education or any message you need to get out in a hurry.

Advertising	Semi Annual	Annual
Full Page & Top Banner	\$6,000	\$10,000
Full Page & Side Ad	\$4,000	\$7,000
Half Page & Side Ad	\$3,000	\$5,000
Quarter Page & Side Ad	\$1,700	\$4,000
Rolling Banner Ad	\$100 per day	

## Publication dates

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**Bi-Monthly, January, March, May, July, September and November. 6 issues per year.**

## About Radius Financial Education

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**Radius Financial Education (Radius)** is an educational organization whose mission is to promote ETFs in Canada and provide informational access to the Canadian marketplace through our website, seminars, forums, conferences, research and analytical tools, and the Canadian ETF Bi-monthly Online Publication.

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

## 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 **Canadian ETF Watch (CETFW)** editorial board which has final control over publication. Articles accepted for publication become the property of **Radius Financial Education Inc. (Radius)**, along with reprint rights and electronic rights.

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

While every effort will be made to ensure the accuracy of information published, CETFW, 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. **Each article should include a title.**
- 2) Include full author contact information** as you want it to appear in the byline.  
**(Author name & title, company name, email address)**
- 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 1st business day for each publication month** (for publication in that month).  
**(January, March, May, July, September and November).**  
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 ETF and the year.  
Example: YourCompany ETF 2016.doc
- 7) Submit articles by email to: [info@radiusfinancialeducation.com](mailto:info@radiusfinancialeducation.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 **Canadian ETF Watch**.** Hard copy available upon request.

## Submitting an Ad

- 1) Ads must be submitted by 5 p.m. on the 1st business day of each publication month** (for publication in that month).  
**(January, March, May, July, September and November).**
- 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 ETF and the year. Example: **YourCompany ETF 2016.pdf**
- 3) Submit ads by email to: [info@radiusfinancialeducation.com](mailto:info@radiusfinancialeducation.com).**

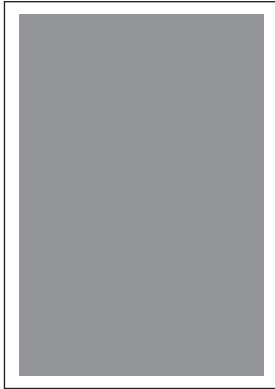
## Submission checklist

- Educational article (1,500 to 2,000 words - Microsoft Word file)
- Author's name, title, company and email address
- Author's photo (jpg file)
- Company logo (eps file)
- Company ad (pdf file)

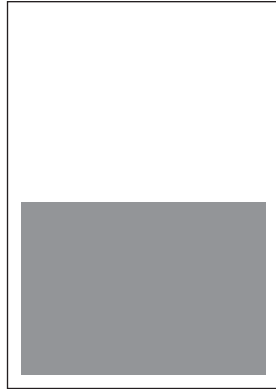
**Deadline for submission is 5 p.m. on the 1st business day of each publication month (Jan, Mar, May, July, Sept, Nov)**

**Submit articles, photos and company logos to [info@radiusfinancialeducation.com](mailto:info@radiusfinancialeducation.com)**

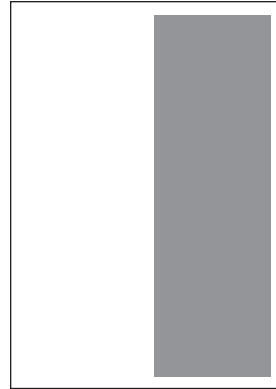
## Ad Sizes



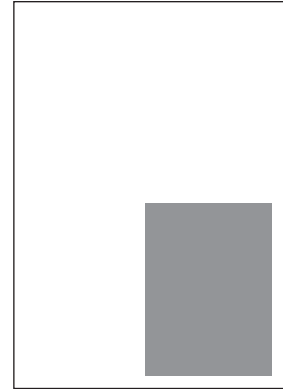
Full Page  
8"w x 10 1/2"h



Horizontal Half Page  
8"w x 5 1/8"h



Vertical Half Page  
3 7/8"w x 10 1/2"h



Quarter Page  
3 7/8"w x 5 1/8"h

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- All ads must be submitted as a high resolution PDF. No bleed required.
- Please name ad files with your company name in the title, followed by ETF and the year.  
Example: YourCompany ETF 2016.pdf

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