

Personalized Ads

WHAT DOES YOUR RETIREMENT BUCKET LIST INCLUDE?

Equitable Life of Canada is pleased to offer you professionally designed personalized ads to advertise the benefits of an Equitable Life RSP.

WHAT'S THE PROCESS FOR RUNNING AN AD?

- 1 Email the following information to equitablesmarketing@equitable.ca
 - Name
 - Address
 - Phone Number
 - Email
 - Web Address (if applicable)

Please ensure that you send complete and accurate information. Your ad cannot be produced without it.

- 2 Rushes cannot be accommodated so please plan ahead.

8.5" X 11"



The sample ad features a bucket icon at the top, followed by the title "What does your retirement bucket list include?". Below the title is a paragraph: "A good financial plan strikes a balance between enjoying your money now and saving for a comfortable retirement." This is followed by another paragraph: "Contribute to an Equitable Life® Retirement Savings Plan as part of your overall retirement strategy and enjoy immediate tax savings and the long-term benefits of compound growth." The background of the ad shows two women in orange raincoats on a beach, one holding a smartphone. At the bottom right, there is a contact form with fields for "Advisor name", "Address 1", "Address 2", "Phone #", "Email", and "Website". At the bottom left, there is a disclaimer: "This information does not constitute legal, tax or other professional advice." At the bottom center, there is a line of text: "Independent advisor who sells Equitable Life and other insurance companies' products." Below that is the Equitable Life logo and contact information: "The Equitable Life Insurance Company of Canada | 1.800.722.6615 | www.equitable.ca". At the very bottom, there is a small trademark notice and the Equitable Life of Canada logo.