



NEW MEDIA.
NEW WORLD.
NEW BUSINESS.

CREATE AND PUBLISH.

CREATE & PUBLISH PRESS RELEASES

We pointcast your press release directly to thousands of qualified industry professionals that you want to communicate with. Your Publisher's account will enable your company to create and broadcast your press release when, and how you want it. Your communication is targeted to the industry's largest audience of qualified subscribers. Subscribers are grouped by professional categories that include active brokers, bankers, realtors, insurers, and financial advisors and related industry professionals. The bottom line is your press release communication will be received, read and understood more often.

Your banner ad will highlight your message. It includes links that will direct this qualified and targeted traffic to your website. We provide production of high quality static or animated banner ads that will maximize effectiveness.

PROMOTE YOUR EVENTS

You can publish and promote your events and future release dates to the magazines industry calendar. Provide detailed information on the time, location, and benefits of your event to drive the attendance and effectiveness. Whether it is an upcoming release, symposium, conference call, webinar or live television event your customers can plan ahead.

BROADCAST YOUR CORPORATE VIDEOS

Our expertise in new media production and broadcasting makes us your provider of choice for video productions, private radio shows, webinars and web casts. We offer you a unique opportunity and will make it compelling, professional and keep your viewers awake and engaged. Our services include event management, design, media coaching and program moderation. We want you to focus on the message rather than the technology and traffic.

DRIVE NAVIGATIONAL TRAFFIC

Statistics show that online banner ads are widely disregarded. Navigational links to high value, relevant and targeted content - Google style - is the way to go. As a publisher you can upload navigational links to key areas of the magazine that direct readers to **your** rich content. **It's not advertising: it's information, it works.** It's that simple.

COMMUNICATE THROUGH SOCIAL MEDIA OUTLETS.

DRIVE YOUR SOCIAL MEDIA STRATEGY

Social Media is important, particularly if you're in the people business with mortgage brokers, bankers, realtors, insurance agents, or financial advisors. Social media is increasingly how these professionals are connecting to their customers. It's increasingly how your company will stay connected to the relationships that drive your business. As a content contributor you are able to drive your social media strategy through links from your content to your social media pages.



CONNECT TO YOUR CUSTOMER ON THEIR SMARTPHONE

It's important that your sales and service representatives are accessible to your customers. Increasingly, your customers are using their smartphones, whether it be a blackberry or iPhone, to source supplier information or connect with their representative. Our

smartphone application enables you to upload your key personnel and contact information, including social media links, so that your customers can access your people and your company on the fly. It's all part of connecting with your current and future customers.



iPhone 3G



BlackBerry

BROADCAST THROUGH LIVE BUSINESS TELEVISION.

THE POWER OF LIVE POINTCASTS

JAC News and BCN.tv have partnered to bring you closer to your brokers, franchisees, channel network and financial advisors.

Plan your next event with JAC News and BCN.tv, Canada's premiere Interactive Business Television Network. Participants will hear the same message everywhere at the same time. They'll take part in nation-wide Q&A sessions and local breakout groups - all in the course of a single broadcast. Your live event will be webcast on the JAC News online magazine to reach an even wider and targeted audience. The event is archived for repeat on-demand replay to the magazines readership.

BCN.tv uses satellite and other communications technologies to deliver video, voice and data communications to our 64-site network, allowing a level of interaction which surpasses face-to-face meetings.

Business television users include sales companies reaching out to their sales force, franchisors keeping in touch with their franchisees and financial institutions or insurance companies communicating with clients, advisors and broker networks



REACHING YOUR TARGET AUDIENCE.

THE POWER OF THE PRESS

Forget about buying advertising. Most ads are soon forgotten anyway. Consequently, we don't sell advertising in our publications. We provide our partners with "Publishing Rights" together with the administrative systems to self broadcast their press releases, content, display ads, videos, webcasts, and live events directly to our readers. Incidentally, our readers are your business customers.

It's the power of the press. Communicating, educating, promoting and connecting, when you want, how you want.

HOST YOUR OWN CUSTOM NEWS MAGAZINE.

CONTROL YOUR CONTENT

We provide larger corporations such as franchisors, financial institutions and insurance companies with their own custom news magazine, at a custom URL:

[http://**yourcompany**.canadamortgagemagazine.com](http://yourcompany.canadamortgagemagazine.com)

It is a great way to capture your corporate audience and ensure you become the source of information and news for your network. Get your message out, control and promote your brand, and become the editor-in-chief of your organizations daily news and industry information.

