

2012 RATE CARDS

effective July 2011

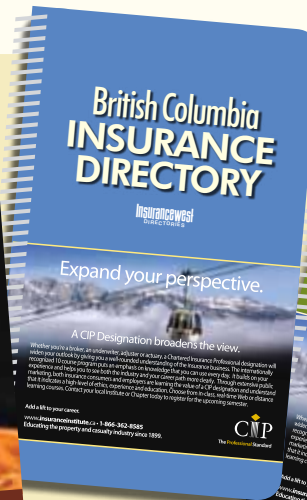
Advertise IN THE FOUR BEST-READ INSURANCE PUBLICATIONS in the West



Published 6 times per year



Published 6 times per year



Published annually in April



Published annually in January



Bill Earle



Fran Burnside



Susan Mellor



Darren Franco



Tonya Earle

For help in designing an effective and cost-efficient insurance industry advertising program please call us at 604-874-1001 or 1-800-888-8811.

Insurancewest Media Ltd.

661 Market Hill, Vancouver, BC V5Z 4B5
Telephone 604-874-1001 Fax 604-874-3922
Email: manager@insurancewest.ca

Postal Address: PO Box 3311 Stn Terminal, Vancouver, BC V6B 3Y3

www.insurancewest.ca

ADVERTISING RATE CARD #34

effective July 2011

BC BROKER

MAGAZINE OF THE INSURANCE BROKERS ASSOCIATION OF BRITISH COLUMBIA

GENERAL ADVERTISING RATES - black/white space

Production (typesetting and make-up) is additional
Rates shown are *per time*

	1 Time	3 Times	6 Times
1 page.....	\$2330	\$2000	\$1770
2/3 page.....	2020	1770	1490
1/2 page.....	1590	1350	1170
1/3 page.....	1160	1010	900
1/4 page.....	990	870	750
1/6 page.....	750	650	570

COLOUR

Matched colour \$550 per insertion. 4-colour process \$1260.

DEADLINES

Published six times/year about 15th of Feb, Apr, Jun, Aug, Oct, Dec.
Closing date for space is the **previous month: Jan 5, Mar 5, May 5, Jul 5, Sep 5, Nov 5**; with ad material due five days later.

CONDITIONS

- Insertion of advertising and all copy, photos and graphics subject to approval and acceptance by the publisher and/or Insurance Brokers Association of B.C. They will be under no liability for failure to insert any advertisement, or for copy errors, libelous statements or unauthorized use of material or photographs contained in an advertisement.
- Cancellations not accepted after closing date.
- Advertisers may be short-rated if agreed number of insertions is not completed within 12 months from the first insertion.
- When new rates are announced, current advertisers will be protected until December 31st at the old rates in the event that their agreed run for that year has not been completed.

CIRCULATION at May/11

BC Broker circulation is 95% controlled (non-paid) and primarily includes insurance brokers who are members of the Insurance Brokers Association of B.C. Controlled circulation also includes general insurance companies, independent adjusters, risk managers, government, associations, services and suppliers. Paid subscriptions: 5%.

IBABC distribution (mostly insurance brokers)	2800
Insurance companies, adjusting firms	450
Other - services & suppliers, associations, govt, etc	250
	3500*

* outside B.C. 200; within B.C. 3300

EDITORIAL

News and articles of interest to British Columbia's general insurance industry, particularly the members of the Insurance Brokers Association of B.C.

Special issues include: **education** (February), **convention** (April), **post-convention wrap-up** (June or August), **bi-annual survey** of insurers (August or October), and **Christmas** greetings (December).

Please contact
Fran Burnside,
Magazines Manager,
for sales or technical
details: 604-874-1001
(1-800-888-8811)



ADVERTISING RATE CARD #17

effective July 2011

InsuranceWest®

12,000 COPIES DISTRIBUTED COAST-TO-COAST

GENERAL ADVERTISING RATES - black/white space

Production (typesetting, makeup) is additional
Rates shown are *per time*

	1 Time	3 Times	6 Times
1 page.....	\$3820	\$3180	\$2790
2/3 page.....	3070	2570	2190
1/2 page.....	2430	2010	1680
1/3 page.....	1670	1380	1190
1/4 page.....	1310	1070	940
1/6 page.....	1000	850	730

COLOUR

Matched colour \$640 per insertion. 4-colour process \$1450.

SPECIAL ADVERTISING FEATURES

January	Insurer Showcase	July	Adjusters & Claims
March	Restoration Review	September ...	Suppliers & Technology
May	Market Finder	November	Litigation Forum

DEADLINES

Published six times/year about 15th of Jan, Mar, May, Jul, Sep, Nov.
Closing date for space is the **previous month: Dec 5, Feb 5, Apr 5, Jun 5, Aug 5, Oct 5**; with ad material due five days later.

CONDITIONS

- Insertion of advertising and all copy, photos and graphics subject to approval and acceptance by the publisher. Publisher will be under no liability for failure to insert any advertisement, or for copy errors, libelous statements or unauthorized use of material or photographs contained in an advertisement.
- Cancellations not accepted after closing date.
- Advertisers may be short-rated if agreed number of insertions is not completed within 12 months from the first insertion.
- When new rates are announced, current advertisers will be protected until December 31st at the old rates in the event that their agreed run for that year has not been completed.

CIRCULATION per issue, at May/11

The distribution of *InsuranceWest* is totally controlled (non-paid) to individuals and firms connected with the general insurance industry.

	BC	AB	SK/MB	ON	Atl*	Other†	Total	
Insurers & Wholesalers	559	668	239	338	53	16	1873	16%
General Ins Brokers	2108	1340	974	2904	407	20	7753	66%
Independent Adjusters	243	173	73	409	91	5	994	8%
Assns, Govt & Risk Mgrs	69	118	11	49	3	7	257	2%
Suppliers & Trades	397	158	63	233	22	29	902	8%
	3376	2457	1360	3933	576	77	11,779[‡]	
	29%	21%	11%	33%	5%	1%		100%

* Atlantic includes NB, NS, PE, NL

† includes YT, NT, NU, QC, outside Canada

‡ plus Conferences distribution of 300 annually

EDITORIAL

InsuranceWest publishes articles, features, opinions, company and people profiles of interest to all segments of the general insurance industry in Canada — insurance companies, brokers, adjusters, services, suppliers and trades. Special advertising-supported feature sections of interest to our readers are published in each issue. The magazine is politically independent and does not necessarily reflect or support the position or viewpoint of any insurance organization or professional interest group. Its purpose is to help develop the growth and stability of the insurance business throughout Western Canada and beyond. We welcome letters to the editor and story suggestions.

Please contact
Fran Burnside,
Magazines Manager,
for sales or technical
details: 604-874-1001
(1-800-888-8811)





MECHANICAL REQUIREMENTS FOR BOTH MAGAZINES

AD SPACE SIZES	WIDTH	DEPTH
1 page	7"	10"
2/3 page (vertical)	4-9/16"	10"
1/2 page (horizontal)	7"	4-7/8"
(island)	4-9/16"	7-1/4"
1/3 page (square)	4-9/16"	4-7/8"
(vertical)	2-3/16"	10"
(horizontal)	7"	3-1/4"
1/4 page (horizontal)	7"	2-3/8"
(vertical)	2-3/16"	7-1/4"
(square)	4-9/16"	3-1/2"
1/6 page (horizontal)	4-9/16"	2-3/8"
(vertical)	2-3/16"	4-7/8"
Type page (live area)	7" x 10"	
Trim size	8-1/8" x 10-7/8"	
Bleed size	8-3/8" x 11-1/8"	
Double page spread	16-1/4" x 10-7/8"	
Bleed size	16-1/2" x 11-1/8"	
Column width	2-3/16" (13 picas)	
Double column	4-9/16" (27.5 picas)	
Columns per page	Three	
Bleeds	accepted only for full-page ads	
Linescreen	175 LPI	

- We cannot accept display ads (intended as final digital-supplied) submitted in word processing or office-type software such as *MSWord*, *WordPerfect*, *MSPublisher*, *MSPowerPoint* etc.

PAYMENT

GST/HST additional (R121162333).
Invoices issued on each publication, net 30 days.
No discounts allowed for customer-supplied material. New accounts require full payment in advance please, by closing date.

COVERS, SPECIFIED POSITIONS, INSERTS

1st cover: not sold. **2nd cover, 3rd cover:** extra 20% on space. **4th cover:** extra 30% on space. In addition, 4-colour process required for above. **Specified positions:** extra 20% on space. **Inserts:** prices and mechanical sizes on request.

APPOINTMENT NOTICES

Photos are customer-supplied. Unless otherwise specified, single-person advertisements in editorial style run as (and charged at) 1/6 page (vertical) for normal length. Longer copy: 1/4 page (vertical). Two-person notices usually run as 1/3 page (square) unless otherwise specified.

ADVERTISING SALES, SHIPPING

Display advertising enquiries, please call Fran Burnside in Vancouver **604-874-1001** (1-800-888-8811) or fax 604-874-3922.

Shipping Address (ICS and couriers):
Insurancewest Media Ltd.,
661 Market Hill, Vancouver, BC V5Z 4B5

Postal Address: Insurancewest Media Ltd.,
PO Box 3311 Stn Terminal,
Vancouver, BC V6B 3Y3

Email: fburnside@insurancewest.ca

www.insurancewest.ca

Please note:
TRIM & BLEED
dimensions for
both magazines
HAVE REVERTED
to previous sizes!

MARCH 2011

Digital file specifications:

All digital files must be adapted for PC platform.

- We prefer receiving your ad in high resolution **PDF** or **EPS** format. Convert all type to outlines, curves or graphic (fonts therefore not needed). Also include, separately, all linked files for any required graphics/images.
- Our second choice is **TIF** format. Resolution set at 300 DPI at 100%.
- Ad files to run B&W must be sent to us as only B&W, with no colour included. Colour **TIFs** or **JPGs** to be set at CMYK.
- Future revisions to your supplied ad file can only be made by you.
- A hard copy of your display ad should be faxed to us.

ADVERTISING RATE CARD #46

effective July/11, for the 2012 edition

British Columbia INSURANCE DIRECTORY

Insurancewest
DIRECTORIES

GENERAL ADVERTISING RATES

black only, includes basic typesetting	1 Page	\$2150
	1/2 Page	1280
	1/4 Page	870
Specified positions, including pre-contents		extra 20%
Duplicate-ad discount (identical, black only)		less 40%

COVERS

1st Cover (1/2 page, 4-colour, laminated)	\$5560
2nd & 3rd Covers (full page, 4-colour, laminated)	3660
4th Cover (full page, 4-colour, laminated)	5560

TAB DIVIDERS, INSERTS

Divider with tab, or Insert (one side, full page, 4-colour)	3660
Dedicated Insert (2 sides, full page, 4-colour)	7320 less 20%

DEADLINES

Space order closing	Jan 15	Digital-supplied	Jan 31
Layout and copy	Jan 15	Publication	April

PUBLICATION HISTORY & BACKGROUND

The directory, started in 1964, contains full, accurate and up-to-date listings in B.C. of 900 general insurance broker offices, 150 adjusting offices, 80 general insurer offices, and 40 insurance association and government-related offices. In addition, 5000 senior insurance personnel are listed and cross-referenced; 200 trades and suppliers also included.

The 380-page coil-bound book is used primarily by general insurance brokers, adjusters and insurers in British Columbia. More than 85% of display advertisers renew their ads in the following year. The books are also sold over the counter by the Insurance Brokers Association of B.C.

CIRCULATION 2011 EDITION (at May/11)

Paid circulation:

General Insurance Companies	710
General Insurance Brokers	1230
Independent Adjusters	280
Other, IBABC counter sales	220
	2440

Controlled (non-paid) circulation:

Government, Advertisers, etc.	330
	<u>2770</u>

ADVERTISING RATE CARD #31

effective July/11, for the 2012 edition

Prairies INSURANCE DIRECTORY

Alberta • Saskatchewan • Manitoba

incorporating the
**ALBERTA
INSURANCE
DIRECTORY**

GENERAL ADVERTISING RATES

black only, includes basic typesetting	1 Page	\$1685
	1/2 Page	1020
	1/4 Page	665
Specified positions, including pre-contents		extra 20%
Duplicate-ad discount (identical, black only)		less 40%

COVERS

1st Cover (1/2 page, 4-colour, laminated)	\$4425
2nd & 3rd Covers (full page, 4-colour, laminated)	2905
4th Cover (full page, 4-colour, laminated)	4425

TAB DIVIDERS, INSERTS

Divider with tab, or Insert (one side, full page, 4-colour)	2905
Dedicated Insert (2 sides, full page, 4-colour)	5810 less 20%

DEADLINES

Space order closing	Sep 15	Digital-supplied	Sep 30
Layout and copy	Sep 15	Publication	Dec/Jan

PUBLICATION HISTORY & BACKGROUND

The Prairies edition builds on the Alberta edition, started in 1982, and contains full, accurate and up-to-date listings in Alberta, Saskatchewan and Manitoba. More than 1200 general insurance broker offices, 150 adjusting offices, 150 general insurer offices, and 50 insurance association and government-related offices. In addition, 3500 senior insurance personnel are listed and cross-referenced; 130 trades and suppliers also included.

The 300-page coil-bound book is used by general insurance brokers, adjusters and insurers on the Prairies. More than 85% of display advertisers renew their ads in the following year.

CIRCULATION 2011 Alberta EDITION (at May/11)

Paid circulation:

General Insurance Companies	350
General Insurance Brokers	560
Independent Adjusters	200
Other	160
	1270

Controlled (non-paid) circulation:

Government, Advertisers, etc.	250
	<u>1520</u>



Please contact
Susan Mellor,
Directories Manager,
for sales or technical
details: 604-874-1001
(1-800-888-8811)

MECHANICAL REQUIREMENTS FOR BOTH DIRECTORIES

Display advertising measurements (live area):

Full page	3-3/4" wide x 7-3/4" deep
1/2 page	3-3/4" wide x 3-5/8" deep
1/4 page	3-3/4" wide x 1-3/4" deep

Trim Size of **inside pages and dividers:**

4-3/4" x 9" deep
(4-1/2" clear width
+ 1/4" coil binding allowance)

Trim Size of **covers:** 5-3/8" x 9" deep

(5-1/8" clear width
+ 1/4" coil binding allowance)

Digital file specifications:

All digital files must be adapted for PC platform.

- We prefer receiving your ad in high resolution PDF or EPS format. Convert all type to outlines, curves or graphic (fonts therefore not needed). Also include, separately, all linked files for any required graphics/images.
- Our second choice is TIF format. Resolution to be set at 300 DPI at 100%.

- Ad files to run B&W must be sent to us as only B&W, with no colour included. Colour **TIFs** or **JPGs** to be set at CMYK.
 - Future revisions to your supplied ad file can only be made by you.
 - A hard copy of your ad should be faxed to us.
 - We cannot accept display ads (intended as final digital-supplied) submitted in word processing or office-type software such as MSWord, WordPerfect, MSPublisher, MSPowerPoint etc.
 - For most current digital specifications please check online: www.insurancewest.ca
- | | |
|------------|-----------------|
| Binding | Plastikoiil 5:1 |
| Tabs | each section |
| Linescreen | 175 LPI |

CONDITIONS

- Insertion of advertising and all copy, photos and graphics subject to approval and acceptance by the publisher.
- Cancellations not accepted after our closing deadline.

PAYMENT

GST/HST additional (121162333RT). Invoices are issued on publication, net 30 days. New accounts require full payment in advance please, with the order. No discounts allowed for customer-supplied material.

ADVERTISING SALES, SHIPPING

Sales: Susan Mellor or Cathryn Day in Vancouver **604-874-1001** (1-800-888-8811) or fax 604-874-3922.

Shipping Address (ICS and couriers):
Insurancewest Media Ltd.,
661 Market Hill, Vancouver, BC V5Z 4B5

Postal Address: Insurancewest Media Ltd.,
PO Box 3311 Stn Terminal,
Vancouver, BC V6B 3Y3

Email: smellor@insurancewest.ca

www.insurancewest.ca