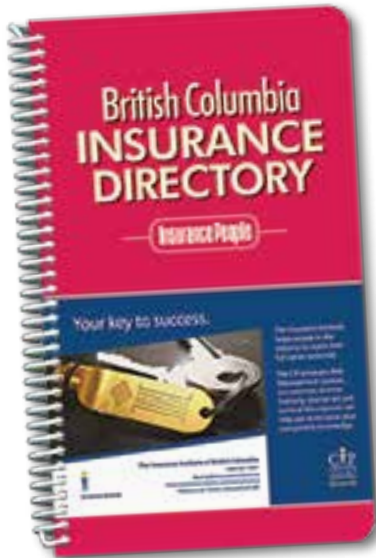


2018 RATE CARD #52 *effective July 2017*

British Columbia INSURANCE DIRECTORY



Launched in 1964, the directory is a trusted resource throughout the industry. More than 85% of display advertisers renew their ads in the following year.

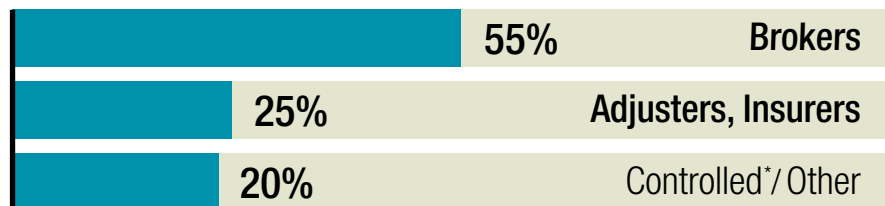
Tabbed front sections offer free listings to Company, Broker and Adjusting offices located within the province plus display advertising. Tabbed advertising sections include the well-used Market Finder as well as services & suppliers to the property and casualty industry in Canada.



**Published
annually in April**

Detailed, accurate listings in B.C. of 980 general insurance broker offices, 120 adjusting offices, 180 general insurer offices and 50 associations, plus 120 trades and suppliers

Targeted Circulation 2,150 copies



*Controlled (non-paid) includes government, advertisers, special promotions

Circulation 2017 EDITION (at July/17)

General Insurance Brokers	1,170
Independent Adjusters, Insurers	520
Services, suppliers, trades, government, promotional	460
	<u><u>2,150</u></u>

Deadlines for 2018 edition

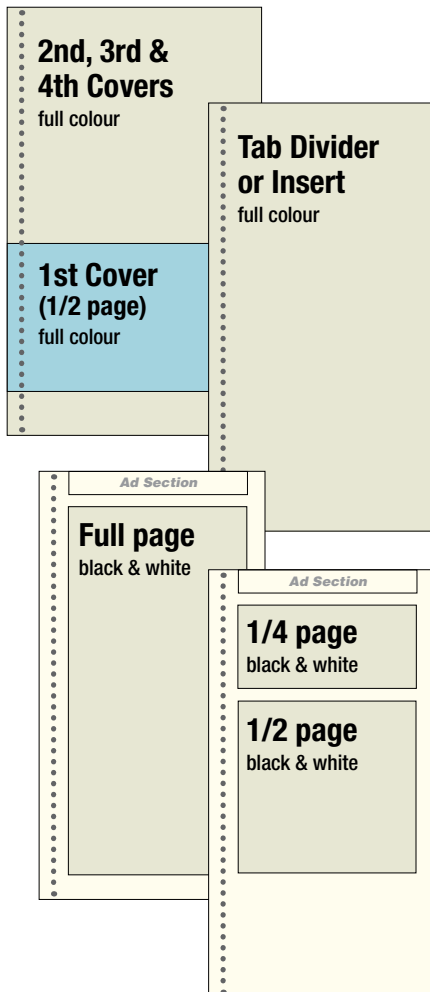
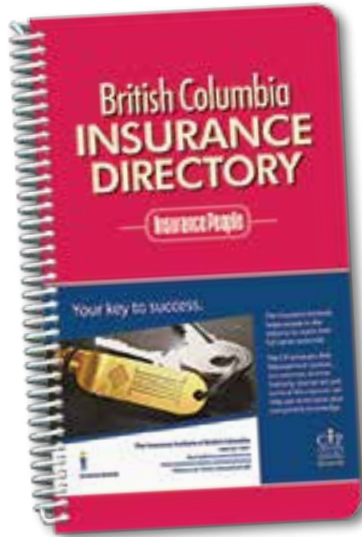
Sales close	Jan 12
Layout/ copy.....	Jan 12
Digital files	Jan 19
Publication	April



2018 RATE CARD #52

effective July 2017

British Columbia INSURANCE DIRECTORY



General Advertising Rates

black only, includes basic typesetting

Full page	\$2390
1/2 page	1425
1/4 page	970

Specified positions, including pre-contents extra 20%
 Duplicate-ad discount (identical, black only) less 40%

Covers

1st Cover (1/2 page, 4-colour, laminated).....	\$6200
2nd & 3rd Covers (full page, 4-colour, laminated).....	4070
4th Cover (full page, 4-colour, laminated)	6200

Tab Dividers, Inserts

Divider with tab or insert (1 side, full page, 4-colour)	\$4070
Dedicated insert (2 sides, full page, 4-colour)	8140 less 20%

Ad Sizes

B&W display ads (non-bleed)

Full page	3.75" wide x 7.75" deep
1/2 page	3.75" wide x 3.625" deep
1/4 page	3.75" wide x 1.75" deep

Colour dividers trim size.....4.75" x 9" deep
(width 4.5" + 0.25" for coil binding)

Covers trim size5.375" x 9" deep
(width 5.125" + 0.25" for coil binding)

Bleeds..... 0.125"
 Binding Plastikoil 5:1

Conditions

Insertion of advertising and all copy, photos and graphics subject to approval and acceptance by the publisher.

Ad cancellations after sales close date will be billed in full.

Payment

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

Advertising Sales



Susan Mellor
Managing Publisher

For display advertising enquiries or technical details, please contact managing publisher **Susan Mellor** at **604-874-1001**, toll-free 800-888-8811 or smellor@insurancepeople.ca

Listings, Book Orders



Linda Doherty
Listings

For listings enquiries or to order books, please contact **Linda Doherty** at **604-874-1001**, toll-free 800-888-8811 or ldoherty@insurancepeople.ca

Information and rate cards for the **Prairies Insurance Directory**, **Insurance People** magazine, **BC Broker** magazine and **Digital** are also available. Please call us at 604-874-1001, 1-800-888-8811 or view online at: www.insurancepeople.ca

Postal address (including couriers):
 Insurance People Media,
 661 Market Hill
 Vancouver BC V5Z 4B5

