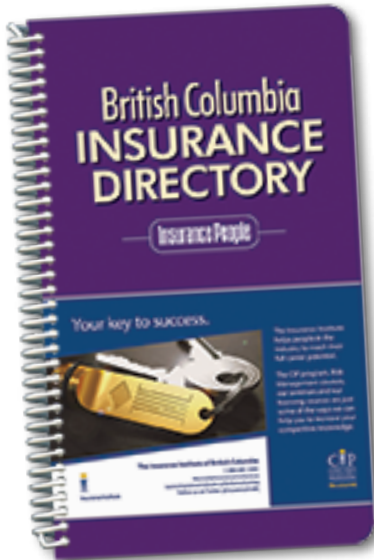


**2019  
RATE CARD #53**  
effective July 2018

# 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.



**NEW earlier  
publication  
date for 2019!**

**Published  
in March 2019**

**Detailed, accurate  
listings in B.C. of  
970 general insurance  
broker offices,  
140 adjusting offices,  
180 general insurer  
offices and  
50 associations,  
plus 110 trades  
and suppliers**

**Targeted Circulation 2,000 copies**

	<b>56%</b>	<b>Brokers</b>
	<b>24%</b>	<b>Adjusters, Insurers</b>
	<b>20%</b>	<b>Controlled*/ Other</b>

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

**Circulation** 2018 EDITION (at July/18)

General Insurance <b>Brokers</b> .....	1,110
<b>Independent Adjusters, Insurers</b> .....	490
Services, suppliers, trades, government, promotional .....	400
	<b>2,000</b>

**Deadlines** for 2019 edition

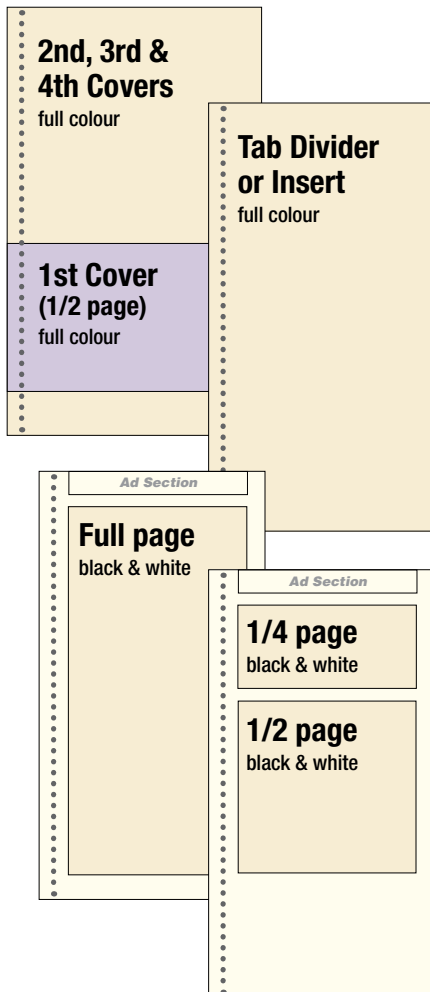
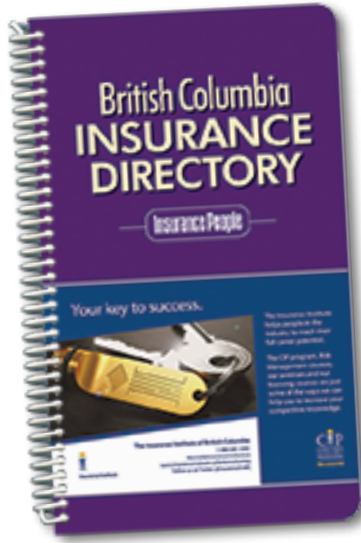
<b>Sales close</b> .....	<b>Dec 7</b>
Layout / copy.....	<b>Dec 7</b>
Digital files.....	<b>Dec 20</b>
Publication .....	<b>March</b>

**NOTE:** new deadlines for the 2019 edition to support an earlier publication date of early March



**2019  
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# British Columbia INSURANCE DIRECTORY



## General Advertising Rates

black only, includes basic typesetting

Full page .....	\$2500
1/2 page .....	1490
1/4 page .....	1010

### Market Finder ads..... minimum 1/2 page

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

## Covers

<b>1st Cover</b> (1/2 page, 4-colour, laminated).....	\$6510
<b>2nd &amp; 3rd Covers</b> (full page, 4-colour, laminated).....	4270
<b>4th Cover</b> (full page, 4-colour, laminated) .....	6510

## Tab Dividers, Inserts

Divider with tab or insert (1 side, full page, 4-colour) .....	\$4270
Dedicated insert (2 sides, full page, 4-colour) .....	8540 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 size .....5.375" 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](mailto: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](mailto: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](http://www.insurancepeople.ca)

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

