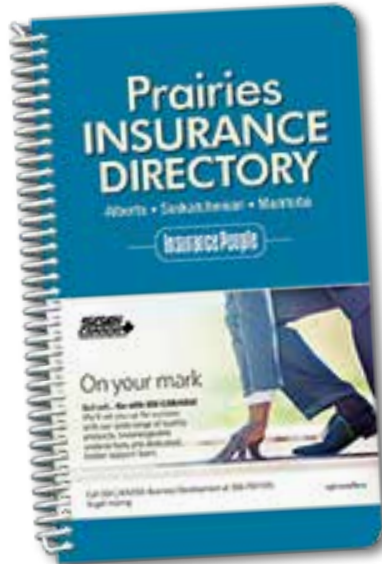


**2018
RATE CARD #37**
effective July 2017

Prairies INSURANCE DIRECTORY

Alberta • Saskatchewan • Manitoba

incorporating and
replacing the
**ALBERTA
INSURANCE
DIRECTORY**



Building on the 30-year success of our Alberta Insurance Directory, this expanded regional book covers Canada's three prairie provinces.

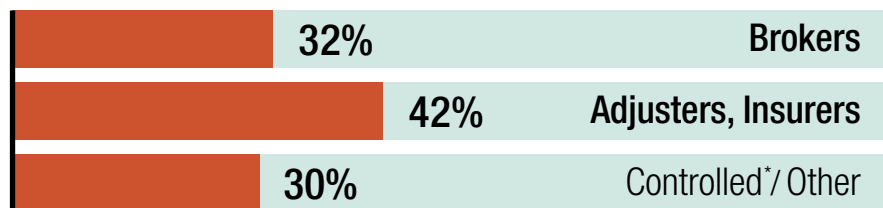
Tabbed front sections offer free listings to Company, Broker and Adjusting offices located within each province plus display advertising. Tabbed advertising sections include the well-used Market Finder as well as services & suppliers to the property and casualty industry.



**Published
annually in January**

**Detailed, accurate
listings in Alberta,
Saskatchewan and
Manitoba of 1,300
general insurance
broker offices,
120 adjusting offices,
375 general insurer
offices and
70 associations,
plus 120 trades
and suppliers**

Targeted Circulation 1,500 copies



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

Circulation 2017 EDITION (at July/17)

General Insurance Brokers	470
Independent Adjusters, Insurers	580
Services, suppliers, trades, government, promotional	450
	<u><u>1,500</u></u>

Deadlines for 2018 edition

Sales close	Sep 12
Layout / copy.....	Sep 12
Digital files.....	Sep 20
Publication	Dec/Jan

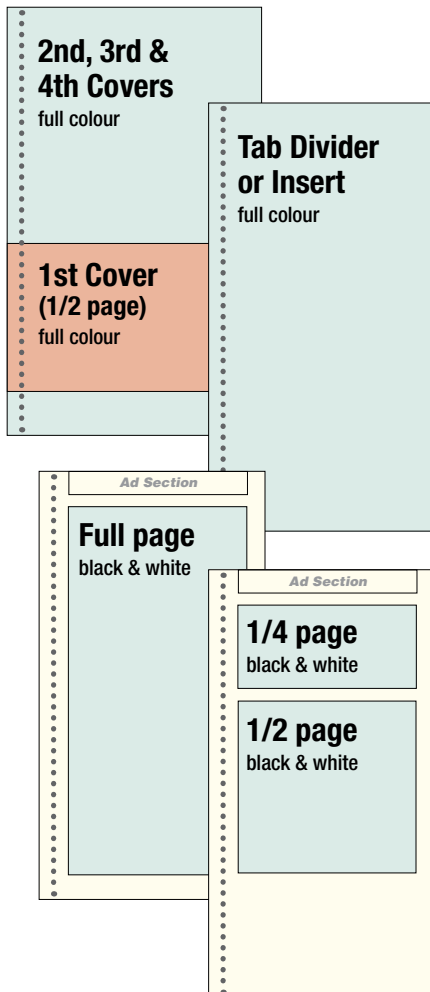
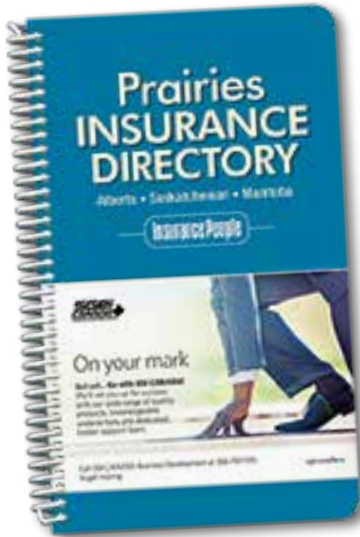


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General Advertising Rates

black only, includes basic typesetting

Full page	\$1870
1/2 page	1135
1/4 page	740

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

Covers

1st Cover (1/2 page, 4-colour, laminated)	\$4935
2nd & 3rd Covers (full page, 4-colour, laminated)	3230
4th Cover (full page, 4-colour, laminated)	4935

Tab Dividers, Inserts 4-colour

Divider with tab or insert (1 side, full page, 4-col)	\$3230
Dedicated insert (2 sides, full page, 4-col)	6460 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

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
British Columbia 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

