

**2019
RATE CARD #38**

effective July 2018

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.

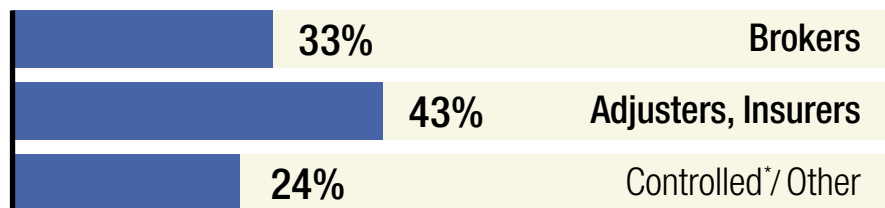
Tabbed front sections offer free listings to Company, Broker and Adjusting offices located within each province plus display advertising. Tabbed advertising sections include the well-used Market Finder as well as services & suppliers to the property and casualty industry.



**Published in
December 2018**

Detailed, accurate listings in Alberta, Saskatchewan and Manitoba of 1,300 general insurance broker offices, 110 adjusting offices, 370 general insurer offices and 75 associations, plus 80 trades and suppliers

Targeted Circulation 1,350 copies



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

Circulation 2018 EDITION (at July/18)

General Insurance Brokers	450
Independent Adjusters, Insurers	580
Services, suppliers, trades, government, promotional	320
	1,350

Deadlines for 2019 edition

Sales close	Sep 7
Layout / copy.....	Sep 7
Digital files.....	Sep 18
Publication	December



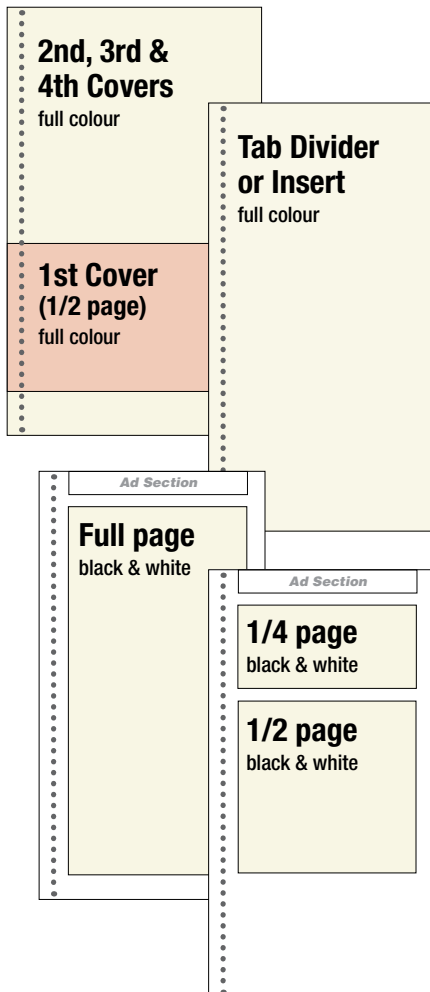
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General Advertising Rates

black only, includes basic typesetting

Full page	\$1960
1/2 page	1190
1/4 page	770

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

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

Covers

1st Cover
(1/2 page, 4-colour, laminated)..... \$5180

2nd & 3rd Covers
(full page, 4-colour, laminated)..... 3390

4th Cover
(full page, 4-colour, laminated) 5180

Tab Dividers, Inserts 4-colour

Divider with tab or insert (1 side, full page, 4-col) \$3390
Dedicated insert (2 sides, full page, 4-col) 6780
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 **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,
661c Market Hill
Vancouver BC V5Z 4B5

