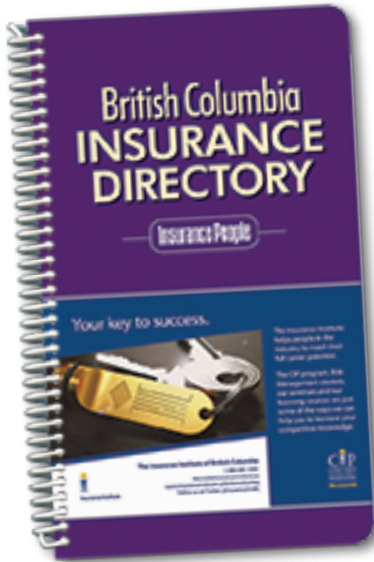


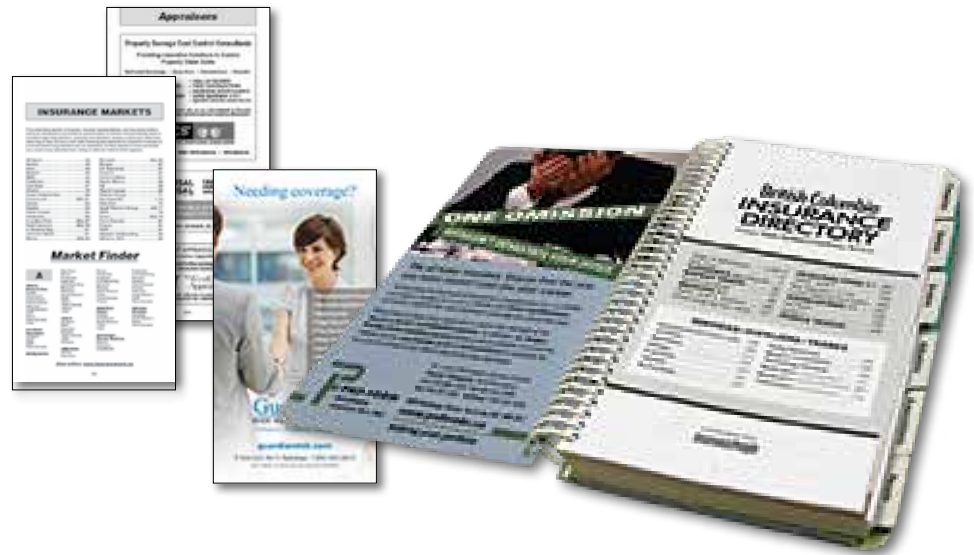
**2019
RATE CARD #53**
effective July 2018

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
February 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

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

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

Circulation 2018 EDITION (at July/18)

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

Deadlines for 2019 edition

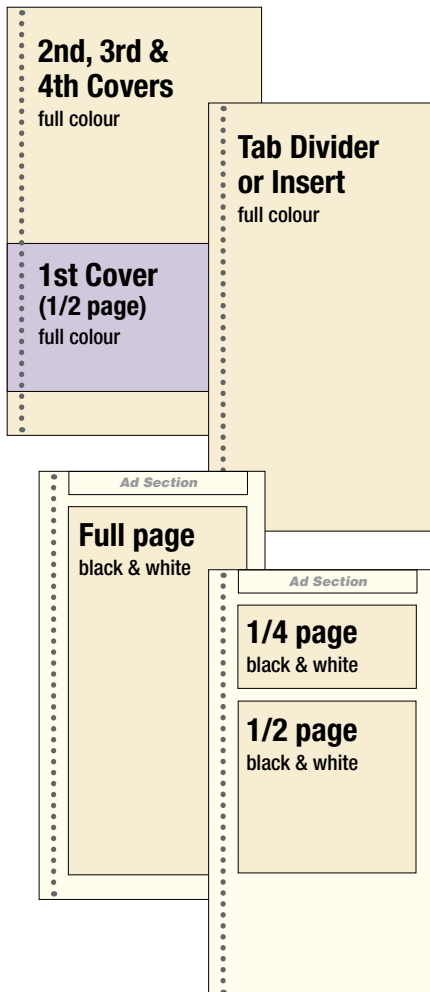
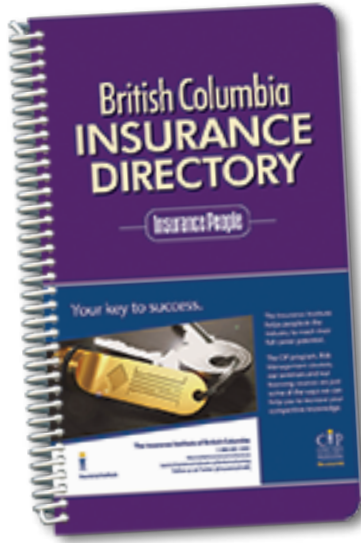
Sales close	Nov 7
Layout / copy	Nov 7
Digital files	Nov 16
Publication	February

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



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

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

1st Cover (1/2 page, 4-colour, laminated).....	\$6510
2nd & 3rd Covers (full page, 4-colour, laminated).....	4270
4th Cover (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 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,
661c Market Hill
Vancouver BC V5Z 4B5

