

**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.

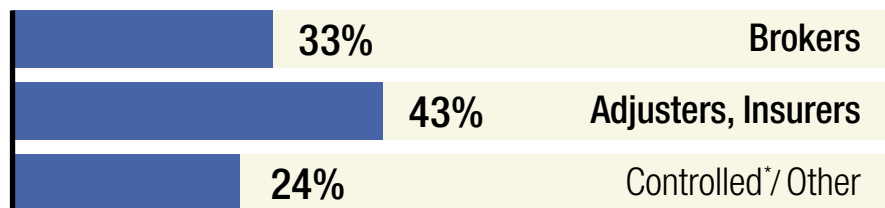
Tabbed front sections offer free listings to Company, Broker and Adjusting offices located within each province plus display advertising. Tabbed advertising sections include the well-used Market Finder as well as services & suppliers to the property and casualty industry.



**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 <b>Brokers</b> .....	450
<b>Independent Adjusters, Insurers</b> .....	580
Services, suppliers, trades, government, promotional .....	320
	<b>1,350</b>

**Deadlines** for 2019 edition

<b>Sales close</b> .....	<b>Sep 7</b>
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 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

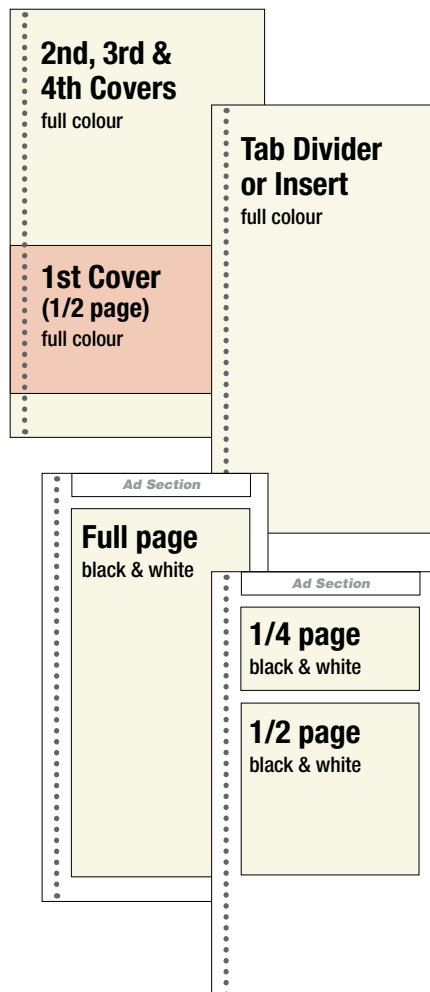
For display advertising  
enquiries or technical  
details, please contact  
managing publisher  
**Susan Mellor** at  
**604-874-1001**,  
toll-free 800-888-8811 or  
[smellor@insurancepeople.ca](mailto:smellor@insurancepeople.ca)

## 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  
**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](http://www.insurancepeople.ca)

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

