

STANDOUT WITH Alberta's Brokers

Read by MORE Brokers in Alberta Than Any Other Magazine

#1 WITH READERS

In every readership survey, brokers rank *The Alberta Broker* as their #1 reading choice!

57% rank The Alberta Broker as their #1 reading priority and 75% rank it as #1 or #2.

That's more than double the nearest competing industry publication.

YOU GET

- ★ Reach to Over 90% of Alberta's Brokers!
- ★ Seen by Over 4,000 Brokerage Personnel!
- ★ FREE Digital Ad
- ★ FREE Colour

HARD COPY OR DIGITAL?

Our readers say "both," so that's what we deliver. We mail to IBAA broker principals/managers and send the digital version to our 4000+ subscribers.

Be SEEN in the magazine that is READ by Alberta's insurance brokers!

RATE CARD 2024 (NET RATES)

Published entirely in full colour

- Creative services available for a fee.
- All rates are NET.
- Rates subject to change without notice.
- For exact Pantone colours, ask for a quote.

Contact Us

Editor:

Advertisina: Michele Schuldhaus T: 780.910.2601 Annette Hubick

T: 780.945.1934

E: Michele@LinkPR.ca E: Annette@LinkPR.ca

Advertising Products & Rates

| | | FREE FULL COLOUR & FREE DIGITAL VERSION FOR ALL ADS | | | | |
|--|---|---|-----------------------|-----------|-------------------------|--|
| | Dimensions (WIDTH X HEIGHT") | 6 Insertions | 3 Insertions | Single | Convention | |
| Ad Type | S=Square B=Banner H=Horizontal V=Vertical | Annually ¹ | Annually ¹ | Insertion | Issue Only ² | |
| PREMIUM POSITION ADS | | | | | | |
| Back Cover (full page) | 8 1⁄8 x 10 7⁄8 | \$1490 | \$1710 | \$1935 | \$2150 | |
| Inside Covers (full page) | 8 1⁄8 x 10 7⁄8 | \$1380 | \$1575 | \$1795 | \$1995 | |
| STANDARD ADS | | | | | | |
| Double Page Spread | 16 ¼ x 10 % | \$2000 | \$2300 | \$2600 | \$2900 | |
| Full Page | 8 1⁄8 x 10 7⁄8 | \$1150 | \$1325 | \$1495 | \$1665 | |
| 2/3 Page | S: 7 x 6 1/2 V: 4 %16 x 10 | \$1000 | \$1150 | \$1300 | \$1450 | |
| 1/2 Page - island/vertical | 4 %16 x 7 ¼ | \$800 | \$920 | \$1040 | \$1160 | |
| 1/2 Page - horizontal | 7 x 4 ⁷ / ₈ | \$700 | \$800 | \$910 | \$1010 | |
| 1/3 Page | S: 4 $\frac{9}{16}$ x 4 $\frac{7}{8}$ V: 2 $\frac{3}{16}$ x 10 B: 7 x 3 $\frac{1}{4}$ | \$595 | \$660 | \$745 | \$835 | |
| 1/4 Page | Square: 4 %6 x 3 ½ Banner: 7 x 2 3/8 | \$460 | \$530 | \$595 | \$665 | |
| SPECIALTY PRODUCTS (rates based on digitally supplied artwork to specifications) | | | | | | |
| | | | | | | |

Insert (supplied or produced for you)

Post-It Note³

Maximum size: 4 x 4; affixed with a glue dot

¹ Insertions must run within 12-months of first insertion. ² Convention Issue receives additional distribution to every IBAA convention registrant.

³ Only one cover item on any given issue. Specialty products will be quoted at time of order based upon current printing costs. Listed prices are estimates.

Deadlines 2024

| lssue | Book Space By | Artwork Due By |
|----------------------------|---------------|----------------|
| February/March | January 8 | January 15 |
| April/May | March 15 | March 19 |
| June/July | May 6 | May 15 |
| August/September | July 5 | July 15 |
| October/November | September 5 | September 16 |
| December 2023/January 2024 | November 7 | November 15 |

Specialty Products Defined

When you want to increase your impact, consider using a speciality product. Note: Inclusion and content is subject to publisher's approval. Printing is on same quality paper as magazine, but other options are available.

INSERT Supply your own or we can produce it for you. 900 units for standard issue and 1,400 for the Convention issue. Rates quoted separately.

POST-IT NOTE Preprinted post-it note affixed to the cover. Printed on 60 lb bond to appear more authentic.

BELLY BAND Preprinted strip around the exterior of the magazine.

FOLD OUT Full-page ad opens up to reveal a double-page spread.



Artwork

DIGITAL FILES ONLY—Ads must be set for fourcolour process output (CMYK) and press quality (minimum 300 dpi). 0;25" bleeds required for full-page ads. Do NOT include bleeds on any other ad sizes.

Acceptable formats: Windows platform, press ready PDF (fonts embedded), JPEG, TIFF, PSD (CS5), EPS (fonts converted to curves). EMAIL TO Michele@LinkPR.ca

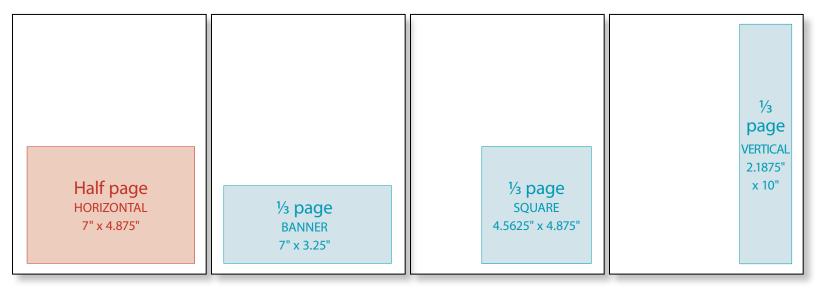
Mechanical

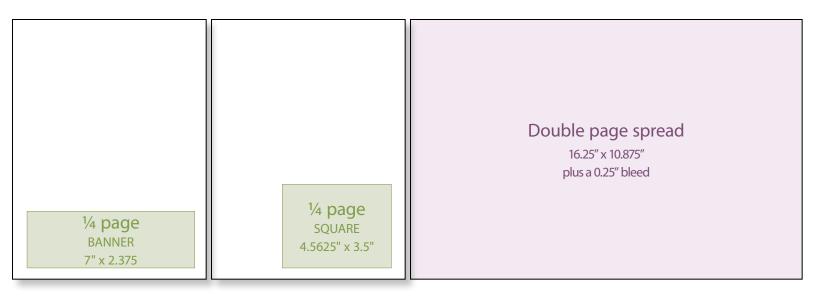
| Trim Size | 8 ½ x 10 ½ |
|------------------|------------------------------|
| Bleed | 8 3% x 11 1% (14 inch bleed) |
| Images | 300 dpi |
| Column Width | 2 ³ ⁄16 |
| Double column | |
| Type Page | |
| Columns per page | Three |

It's better to reach those that COUNT than to count those you reach!

Sample Ads @ 25% of Actual Size

| Full page 2/3 page 8.125" x 10.875" VERTICAL plus a 0.25" bleed 4.5625" x 10" | <mark>2⁄з раде</mark> SQUARE 7" x 6.5" | Half page VERTICAL 4.5625" x 7.25" |
|---|--|--|
|---|--|--|





CONTRACT

between Link PR Incorporated (publishers of The Alberta Broker magazine) and

Client:

| Company Name | Legal Name (| if different) | P.O. Number | |
|--|---|---|-------------------------------|--|
| Address | City | Province | Postal Code | |
| Contact Person | Contact Email | Contact Telephone | | |
| Billing Contact (if different) | Billing Email | Billing Telephone | | |
| Artwork Contact Person (if different) | Artwork Email | Artwork Telephone | | |
| Website to link the online version of ad | Number o | of hard copy complimentary issues sent via mail (ma | iximum three) | |
| Billing address (if different): | | | | |
| | Company Name | | | |
| Address | City | Province | Postal Code | |
| Advertisement purchas | e details: | Terms & conditior | IS: | |
| 1. Number of issues (check applicable): | | 1. Insertion of advertising and all copy, photos | and graphics subject to | |
| • Six issues, starting with (issue date): | | approval and acceptance by the publisher a Association of Alberta. They will be under no li | ability for failure to insert | |
| • Three issues, Issue dates: | | any advertisement, or for copy errors, libelous st use of material or photographs contained in an a | | |
| • Single insertion(s). Issue date(s): | | 2. Cancellations not accepted after closing date. | | |
| • Convention issue only | | Advertisers may be short-rated if agreed nur completed within twelve months from the first i | | |
| | | When new rates are announced, current advertise December 31st at the old rates in the event that the | | |
| 2. Ad size and/or type of specialty product: _ | | has not been completed. | - | |
| | | Publisher is not responsible for errors if artwork i on the rate card. | | |
| | | Limit of liability for publisher's errors is the cost Clients and advertising agencies assume full res | | |
| 3. Special Instructions: | | of advertisements and for any and all claims aris publisher and/or the IBAA. | | |
| A Antonio (Conte Data Conte C | | 8. If the advertiser is eligible to be a member of the IB | | |
| 4. Artwork (refer to Rate Card for requirements): | | Alberta Broker, the advertiser must be an IBAA me | mber in good standing. | |
| Supplied by Client (send to Michele@LinkPR.ca) Design/Layout Services Required (additional fees a | nnlicable) | Acceptance: | | |
| | μρηταυτές | I do hereby certify that I am authorized to ma | | |
| 5. Ad rate charges: | | agreement for advertising on behalf of the co | mpany named above. | |
| Rate \$ x #of insertions | _= \$ | Signature | | |
| + 6 | IST \$ | | | |
| То | tal \$ plus any applicable artwork charges | Print Name | | |
| | pius any applicable artwork charges | Title | | |
| NOTE: Agreement must be signed in order to receive n | nultiple insertion rates. | | | |

Otherwise, single insertion rates will be charged.

Date

E: Michele@LinkPR.ca T: 780.910.2601

Link PR Incorporated, 3 Deacon Lane, Sherwood Park, Alberta T8H 1M7