



ALBERTA **BROKER**
INSURANCE BROKERS ASSOCIATION OF ALBERTA
2024 MEDIA KIT

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)

Rates effective March 2023

- ▶ **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

Advertising: Michele Schuldhaus T: 780.910.2601 E: Michele@LinkPR.ca
Editor: Annette Hubick T: 780.945.1934 E: Annette@LinkPR.ca

Advertising Products & Rates

Ad Type	Dimensions (WIDTH X HEIGHT") S=Square B=Banner H=Horizontal V=Vertical	FREE FULL COLOUR & FREE DIGITAL VERSION FOR ALL ADS			
		6 Insertions Annually ¹	3 Insertions Annually ¹	Single Insertion	Convention 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 1/4 x 10 7/8	\$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 9/16 x 10	\$1000	\$1150	\$1300	\$1450
1/2 Page - island/vertical	4 9/16 x 7 1/4	\$800	\$920	\$1040	\$1160
1/2 Page - horizontal	7 x 4 7/8	\$700	\$800	\$910	\$1010
1/3 Page	S: 4 9/16 x 4 7/8 V: 2 3/16 x 10 B: 7 x 3 1/4	\$595	\$660	\$745	\$835
1/4 Page	Square: 4 9/16 x 3 1/2 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

Issue	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



Artwork

DIGITAL FILES ONLY—Ads must be set for four-colour 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**

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.

Mechanical

Trim Size	8 1/8 x 10 7/8
Bleed	8 3/8 x 11 1/8 (1/4 inch bleed)
Images	300 dpi
Column Width	2 3/16
Double column	4 9/16
Type Page	7 x 10
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
8.125" x 10.875"
plus a 0.25" bleed

$\frac{2}{3}$ page
VERTICAL
4.5625" x 10"

$\frac{2}{3}$ page
SQUARE
7" x 6.5"

Half page
VERTICAL
4.5625" x 7.25"

Half page
HORIZONTAL
7" x 4.875"

$\frac{1}{3}$ page
BANNER
7" x 3.25"

$\frac{1}{3}$ page
SQUARE
4.5625" x 4.875"

$\frac{1}{3}$ page
VERTICAL
2.1875"
x 10"

$\frac{1}{4}$ page
BANNER
7" x 2.375"

$\frac{1}{4}$ page
SQUARE
4.5625" x 3.5"

Double page spread
16.25" x 10.875"
plus a 0.25" bleed

ALBERTA BROKER CONTRACT

Updated 2022 05

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 of hard copy complimentary issues sent via mail (maximum three)		
Billing address (if different):	Company Name		

Address	City	Province	Postal Code
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Advertisement purchase details:

1. Number of issues (check applicable):

- Six issues, starting with (issue date): _____
- Three issues. Issue dates: _____
- Single insertion(s). Issue date(s): _____
- Convention issue only

2. Ad size and/or type of specialty product: _____

3. Special Instructions: _____

4. Artwork (refer to Rate Card for requirements):

- Supplied by Client (send to Michele@LinkPR.ca)
- Design/Layout Services Required (additional fees applicable)

5. Ad rate charges:

Rate \$ _____ x #of insertions _____ = \$ _____
+ GST \$ _____
Total \$ _____
plus any applicable artwork charges

Terms & conditions:

1. Insertion of advertising and all copy, photos and graphics subject to approval and acceptance by the publisher and/or Insurance Brokers Association of Alberta. They will be under no liability for failure to insert any advertisement, or for copy errors, libelous statements or unauthorized use of material or photographs contained in an advertisement.
2. Cancellations not accepted after closing date.
3. Advertisers may be short-rated if agreed number of insertions is not completed within twelve months from the first insertion.
4. When new rates are announced, current advertisers will be protected until December 31st at the old rates in the event that their agreed run for that year has not been completed.
5. Publisher is not responsible for errors if artwork is not supplied as specified on the rate card.
6. Limit of liability for publisher's errors is the cost of the ad.
7. Clients and advertising agencies assume full responsibility for all content of advertisements and for any and all claims arising therefrom against the publisher and/or the IBAA.
8. If the advertiser is eligible to be a member of the IBAA, then to advertise in the Alberta Broker, the advertiser must be an IBAA member in good standing.

Acceptance:

I do hereby certify that I am authorized to make and execute this agreement for advertising on behalf of the company named above.

Signature _____

Print Name _____

Title _____

Date _____

E: Michele@LinkPR.ca

T: 780.910.2601

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