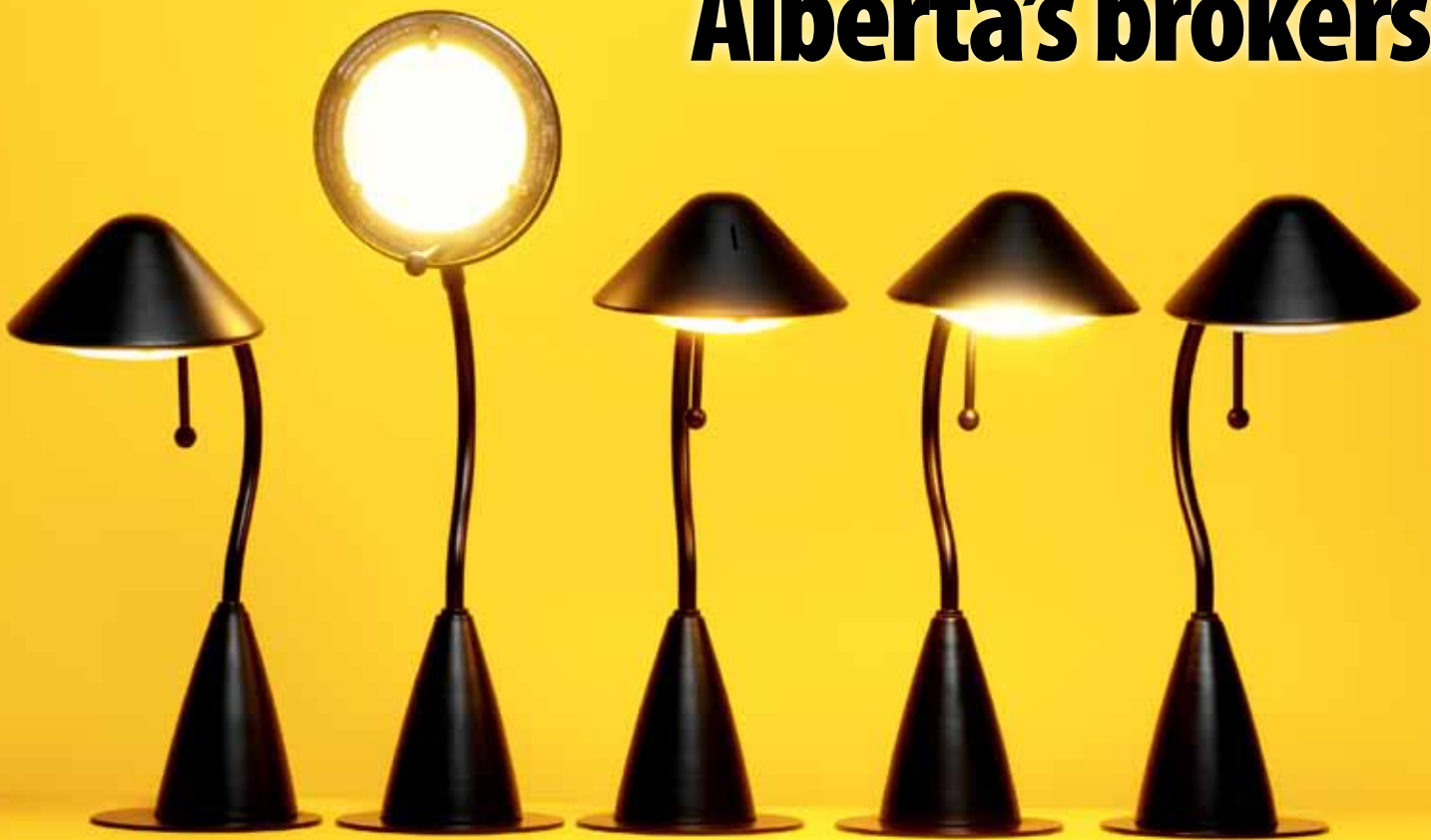


SHINE with Alberta's brokers!



READ BY MORE BROKERS IN ALBERTA THAN ANY OTHER MAGAZINE

TRENDING NOW

THEY WANT US!

NEW FOR 2018: Brokers can now "opt-in" to receive the digital version direct to their inbox. Over 3700 jumped on board!

IT'S #1

THEY LIKE US!

54% rank The Alberta Broker as their #1 reading priority. 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 Broker Personnel! ♦ FREE Digital Ad ♦ FREE Colour

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

RATE CARD 2019 (NET RATES)

Rates effective December 1, 2014

- ▶ **Published entirely in full colour**
- ▶ Creative services available for a fee.
- ▶ All rates are NET.
- ▶ Rates subject to change without notice.
- ▶ No premium charge for bleed creative.
- ▶ 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
General: E: AlbertaBroker@LinkPR.ca

Ad Type	Dimensions (WIDTH X HEIGHT") S=Square B=Banner H=Horizontal V=Vertical	6 Insertions Annually	3 Insertions Annually	Single Insertion	Convention Issue Only ¹
---------	---	--------------------------	--------------------------	---------------------	---------------------------------------

Complimentary full colour in all advertisements.

Premium Position Advertisements

Back Cover (full page)	8 1/8 x 10 7/8	\$1350	-	-	-
Inside Covers (full page)	8 1/8 x 10 7/8	\$1250	-	-	-

Standard Advertisements - rates apply for B&W up to full colour CMYK

Double Page Spread	16 1/4 x 10 7/8	\$1735	\$1995	\$2180	\$2350
Full Page	c8 1/8 x 10 7/8	\$990	\$1140	\$1250	\$1350
2/3 Page	S: 7 x 6 1/2, V: 4 9/16 x 10	\$780	\$895	\$995	\$1110
1/2 Page - island/vertical	V: 4 9/16 x 7 1/4	\$685	\$785	\$885	\$995
1/2 Page - horizontal	H: 7 x 4 7/8	\$590	\$680	\$770	\$855
1/3 Page	S: 4 9/16 x 4 7/8, V: 2 3/16 x 10, B: 7 x 3 1/4	\$505	\$580	\$655	\$755
1/4 Page	square: 4 9/16 x 3 1/2, banner: 7 x 2 3/8	\$420	\$480	\$545	\$620
1/6 Page	horizontal: 4 9/16 x 2 3/8, vertical: 2 3/16 x 4 7/8	\$320	\$365	\$415	\$470

Specialty Products (rates based on digitally supplied artwork to specifications; all are full colour)

Belly Bands ²	2 1/2 x 19		\$2,050		\$2,400
Full-page Fold Out <small>Rate is for additional two pages. Cost of initial full page applies.</small>	Folded: 8 1/8 x 10 7/8 Flat: 24 3/8 x 10 7/8 Printed 4/0; Z-fold, left or right page placement		\$1,950 ³		\$2,100 ³
Post-It Note ²	Maximum size: 4 x 4; affixed with a glue dot		\$1,900		\$2,300
Tip-on ²	8 1/8 x 10 7/8; affixed with removable tape		\$2,700		\$3,000

¹ Convention Issue receives additional distribution to every IBAA convention registrant. ² Only one cover item on any given issue.

Specialty Products

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.

Belly Band: A pre-printed strip around the exterior of the magazine.

Fold Out: A full-page ad opens up to reveal a double-page spread.

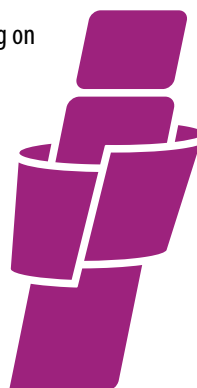
Insert: Supply your own or we can produce it for you. 900 units for standard issue and 1,400 for the Convention issue. Rates quoted separately.

Post-It Note: A pre-printed post-it note affixed to the magazine cover. Consider printing on 60 lb bond to appear more authentic.

Tip-On: A full page affixed to the cover of the magazine.

Deadlines 2019

Issue	Book Space By	Artwork Due By
February/March 2019	December 21'18	January 3'19
April/May 2019	February 25	March 1
June/July 2019	April 23	April 26
August/September 2019	June 21	June 27
October/November 2019	August 23	August 30
December 2019/January 2020	December 19	January 7'20



Mechanical

Trim Size	8 1/8 x 10 7/8
Type Page	7 x 10
Bleed	8 3/8 x 11 1/8
Column Width	2 3/16
Double column.....	4 9/16
Columns per page	Three
Half-tones.....	300 dpi
Film output	175 line screen
Images	300 dpi

Artwork

Digital Files Only - Windows platform, InDesign CS5 (all screen and printer fonts included); TIFF, EPS (fonts converted to curves), or high resolution PDF file formats (fonts embedded). Ads must be set for four-colour process output (CMYK). **Email to: Michele@LinkPR.ca** - 5 MB suggested maximum size.

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"

2/3 page
VERTICAL
4.5625" x 10"

2/3 page
SQUARE
7" x 6.5"

1/2 page
VERTICAL
4.5625" x 7.25"

1/2 page
HORIZONTAL
7" x 4.875"

1/3 page
BANNER
7" x 3.25"

1/3 page
SQUARE
4.5625" x 4.875"

1/3 page
VERTICAL
2.1875" x 10"

1/4 page
BANNER
7" x 2.375"

1/4 page
SQUARE
4.5625" x 3.5"

1/6 page
VERTICAL
2.1875" x 4.875"

1/6 page
HORIZONTAL
4.5625" x 2.375"

BROKER CONTRACT

THE ALBERTA

Updated 2017 11

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	Email	Telephone	Fax
Website to link from online ad	Artwork Contact Person (if different)	Email	Telephone

Send invoice by: Email Mail Number of hard copy complimentary issues required via mail (maximum three): _____

Billing address (if different):

Company Name			
Address	City	Province	Postal Code

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. Artwork (refer to Rate Card for requirements):

- Digital - Disk (send to Link PR Incorporated, 3 Deacon Lane, Sherwood Park, Alberta T8H 1M7)
- Digital - E-mail (send to Michele@LinkPR.ca)
- Design/Layout Services Required (additional fees applicable)

4. 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. Recruitment ads are not acceptable.
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.

_____ Date

_____ Signature

_____ Print Name

_____ Title

NOTE: Agreement must be signed in order to receive multiple insertion rates. Otherwise, single insertion rates will be charged.

E: Michele@LinkPR.ca

T: 780-910-2601