

ATLANTIC BROKER



MEDIA KIT 2022

**insurance
brokers**
association of
new brunswick



association des
**courtiers
d'assurances**
du nouveau-brunswick

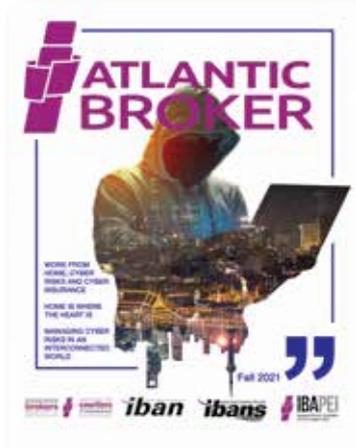
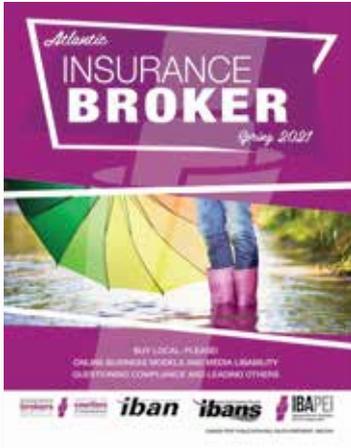
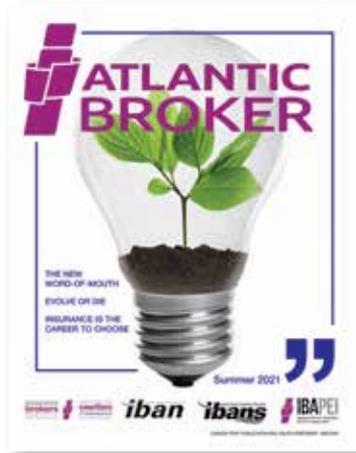
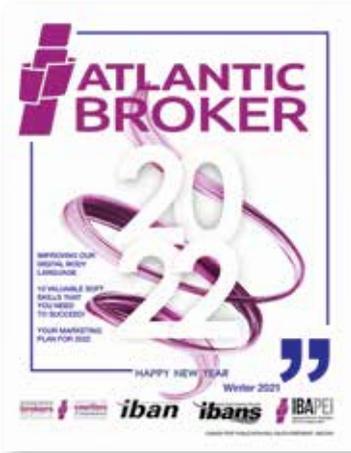


IBAPEI
Insurance Brokers Association
of Prince Edward Island

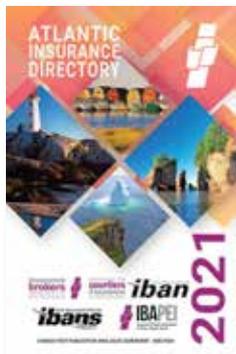
Insurance Brokers Association of Nova Scotia
ibans

Insurance Brokers Association of N.E.
iban

4 Quarterly Magazines



Annual Directory





CONTACT INFORMATION

Peter Cole,
President Partners Publishing

9 Cottage Lane
Scotchtown, NB
Canada E3B 7T9
Tel: 1-866-450-9768
Fax: 1-866-450-2546 pcole@nb.aibn.com

Preferred Material

- Camera Ready HiRes PDF's
- MAC Platform — Photoshop or Illustrator files at the correct size with advertisement bleeds no less than 1/8"
- All fonts must be converted to outlines if they are not supplied.
- File mode must be grayscale for B&W ads or CMYK for colour ads
- File format required is TIF, EPS or PDF at 300 dpi or greater
- All artwork must be clearly marked with Company Name, Contact Name File Name and date of issue.

Proofing

Upon receiving an advertisement in the above mentioned format a proof will be sent back as it will appear in the publication. Accompanying the advertisement will be a proofing sheet specifying cost, company information, proof date, publication, issue, size and an area to make comments/corrections. An authorizing signature must accompany the proof sheet back for placement in the publication.

Mailing Instructions

Partners Publishing Ltd.

8 Cottage Lane

Scotchtown, NB

Canada E3B 7T9

Tel: 1-866-450-9768

Fax: 1-866-450-2546

Advertising Material, Brochures,
Inserts, and Reply Cards to be inserted
should be sent Prepaid.

Printing Specifications

MECHANICAL REQUIREMENTS

Offset, sheet fed. Binding method: saddle stitch.

Creo Staccato Printing for clearer images

Trim Size: 8.5" x 11"

Who We Are

As an established print company with over 26 years experience we at Partners Publishing Inc. help connect you to the brokers of the Atlantic region as well as other related industry professionals. We offer organizations the opportunity to reach this target market through the Atlantic Insurance Broker Magazine, which is distributed quarterly directly into the hands of member brokers of each of the Atlantic Insurance Broker Associations: Insurance Brokers Association New Brunswick (IBANB); Insurance Brokers Association Nova Scotia (IBANS); Insurance Brokers Association Newfoundland and Labrador (IBAN); and the Insurance Brokers Association Prince Edward Island (IBAPEI).

In addition, we also provide the Annual Atlantic Insurance Directory to members of the Atlantic Associations. This publication is also shared with other broker associations across Canada as well as vendors and suppliers. Categories included as part of the directory feature: Atlantic provincial association contacts; member brokerages of all four provinces; adjusters/appraisers; insurers; financial services/specialty markets; government offices dealing with licensing and insurance service; restoration; security companies as well as national/regional contacts for advocacy groups, Insurance Bureau of Canada, Insurance Institute and more.

Why Advertise with Us?

These publications reach a core audience of decision makers such as senior executives, brokers and underwriting professionals. As the trusted voice of the intermediary insurance industry in Atlantic Canada we can target your message to this audience to aid in brand recognition in these trusted environments.

We firmly believe that the Atlantic Insurance Broker Magazine and Annual Directory are the best investment of your advertising dollars as a way to promote your business and services regionally. Besides being mailed directly to brokerage members of the Atlantic region, they are also made available online through each of these organizations websites.....reaching an even wider audience!

The Atlantic Insurance Broker magazine contains a mix of popular content including:

Trade Articles – We cover the hot topics and emerging areas of risks all insurance professionals need to know about

Business Supports – Tips to help brokers improve their businesses

People – Profiles of industry leaders, editorials, up and coming young professionals and insurance leaders

Professional Growth – Ideas and courses to support career development and

Events – Covering broker and industry events, conventions and webinar/seminars

Pricing and Policies

All rates in Canadian Dollars

Advertising - Quarterly Magazine

Center Spread.....	\$1800.00
Back Outside Cover (Full Colour).....	\$1300.00
Inside Front or Back Cover (Full Colour).....	\$1200.00
Inside Full page (Full Colour).....	\$1100.00
1/2 Page (Full Colour).....	\$715.00
1/4 Page (Full Colour).....	\$495.00

Advertising - Annual Directory

Back Outside Cover (Full Colour).....	\$1300.00
Inside Front or Back Cover (Full Colour).....	\$1200.00
Tab Full Page (Full Colour).....	\$1200.00
Inside Full page (Black Ink Only).....	\$1000.00
1/2 Page (Black Ink Only).....	\$715.00
1/4 Page (Black Ink Only).....	\$495.00

Payment Policy

HST (15%) will be applied to final invoice. All payments are due within 30 days from invoice date. Any account that runs over 60 days past due is subject to forfeiture of space, position, eligibility to run.

Closing Dates

Closing date is the 1st of the month preceding publication. Revisions to advertisements cannot be guaranteed after closing dates. Cancellation of advertisements not accepted after closing dates.

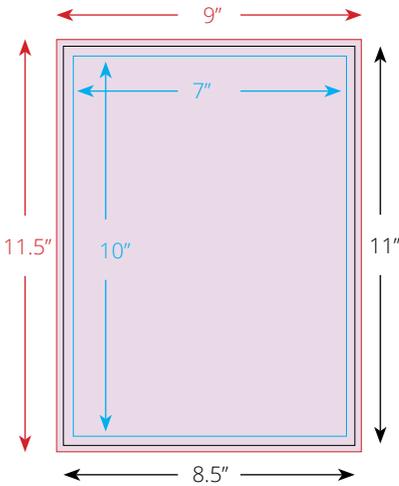
Advertisement Specifications

All dimensions width x height in inches, unless otherwise stated

Dimensions - Advertisement Page - Quarterly Magazine

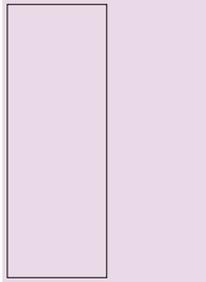
Full page – 1/4 bleed on all sides

Trim size8.5" x 11"
Bleed size9" x 11.5"
Safe Type Area7" x 10"



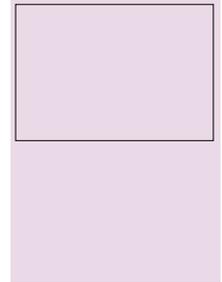
1/2 Vertical

3.5" x 10"



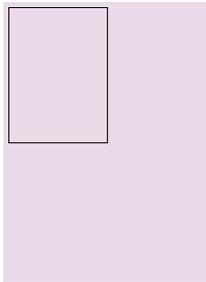
1/2 Horizontal

7" x 5"



1/4 Vertical

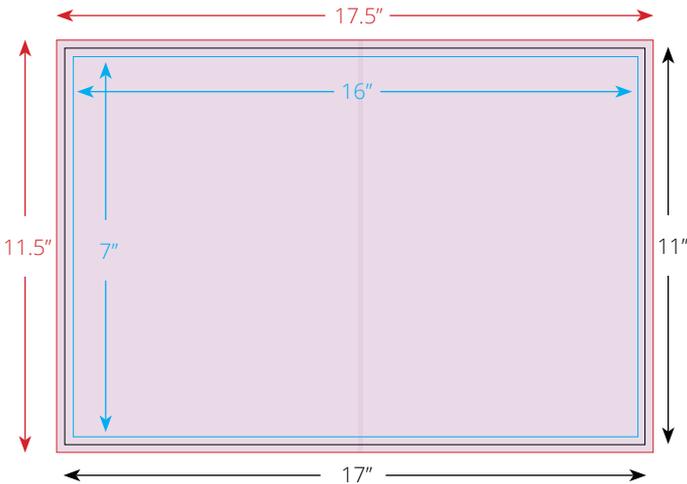
3.5" x 5"



Double Page Spread

– 1/4 bleed on all sides

Trim size17" x 11"
Bleed size17.5" x 11.5"
Safe Type Area16" x 10"



Advertisement Specifications

All dimensions width x height in inches, unless otherwise stated

Dimensions - Advertisement Page - Annual Directory

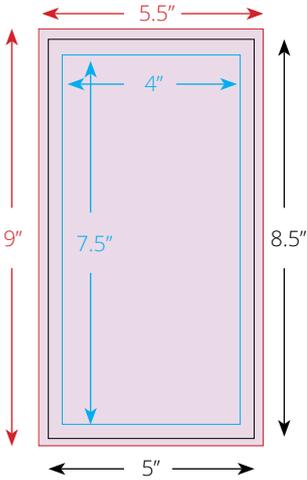
Tab / Full page

- 1/4 bleed on all sides

Trim size 5" x 8.5"

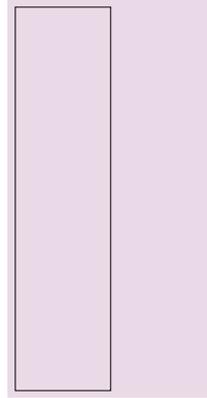
Bleed size 5.5" x 9"

Safe Type Area 4" x 7.5"



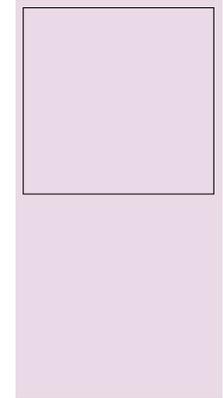
1/2 Vertical

2.125" x 8"



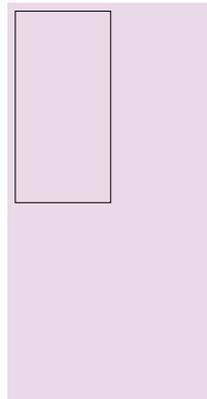
1/2 Horizontal

4.25" x 4"



1/4 Vertical

2.125" x 4"



1/4 Horizontal

4.25" x 2"

