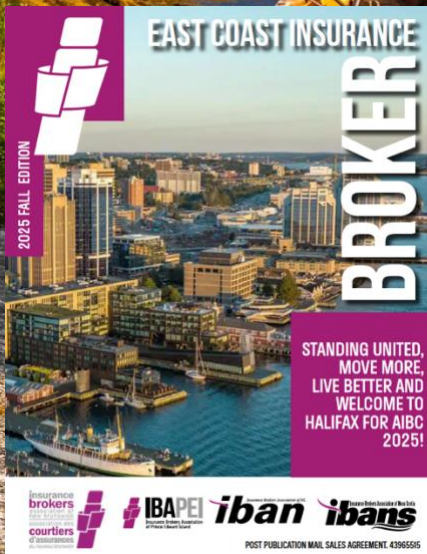
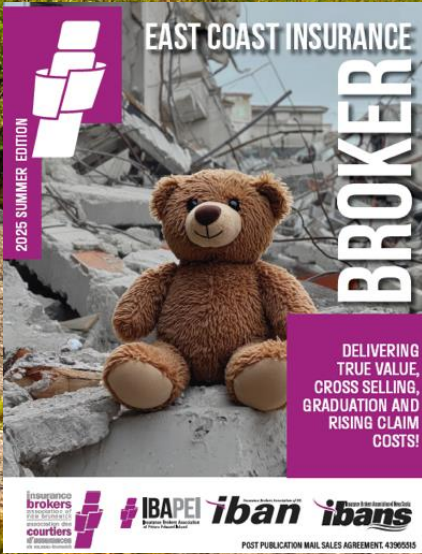


EAST COAST INSURANCE BROKER Media Kit





Contact Details

For advertisements or marketing information, please contact:

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Mackenzie Taylor, Finance & Administration Coordinator | Cell: (506) 425-0668 | Email: mjtaylor@ibanb.ca

IBANB Office: 541 Riverside Drive, Fredericton, NB, E3A 8S6

Tel: (506)-450-2898



Why you should advertise with us

Our industry-leading magazine brings you the latest insights from the insurance sector and the vibrant regional broker communities across Newfoundland & Labrador, Nova Scotia, Prince Edward Island, and New Brunswick. These publications are produced on behalf of the four Atlantic Insurance Broker Associations and are available in both print and digital formats on each association's website.

Our member brokerages in Atlantic Canada and our sister associations in Canada receive complimentary copies, a valuable benefit that keeps you in the know. These issues often circulate throughout offices and are used in staff meetings, education sessions, and discussions. You'll also find our publications reaching Adjusters, Appraisers, Insurers, Insurance Organizations, Suppliers, and more throughout the Atlantic Provinces and across Canada. Over 500 copies are printed and distributed per issue!

What's Inside

- Presidents' Messages – Get leadership insights from the top of the industry!
- Regional Updates – Stay informed with the latest from IBANB, IBANS, IBAN, and IBAPEI.
- Industry Trends & Regulatory Changes – Our magazine gives you intelligent interpretations of the shifts that matter most.
- Trade Events & Featured Articles - Stay ahead of the curve with essential information for brokers and the broader insurance community.
- Networking & Affiliate News – Discover the events and affiliations that shape the future of the insurance industry in the Atlantic region.

Whether you're looking for up-to-date industry news, business strategies, or exclusive insights, this publication will help you stay ahead of the curve! **Stay informed. Stay connected. Stay ahead.**



Pourquoi vous devriez faire de la publicité avec nous

Notre magazine, chef de file dans l'industrie, vous présente les plus récentes perspectives du secteur de l'assurance et des communautés régionales de courtiers dynamiques de Terre-Neuve-et-Labrador, de la Nouvelle-Écosse, de l'Île-du-Prince-Édouard et du Nouveau-Brunswick. Ces publications sont produites au nom des quatre associations de courtiers d'assurance de l'Atlantique et sont offertes en formats imprimé et numérique sur le site Web de chaque association.

Nos cabinets membres au Canada atlantique ainsi que nos associations sœurs au Canada reçoivent des exemplaires gratuits — un avantage précieux qui vous garde bien informé. Ces numéros circulent souvent dans les bureaux et sont utilisés lors des réunions du personnel, des séances de formation et des

discussions. Vous trouverez également nos publications entre les mains d'experts en sinistres, d'évaluateurs, d'assureurs, d'organismes d'assurance, de fournisseurs et bien d'autres dans l'ensemble des provinces de l'Atlantique et partout au Canada. Plus de 500 exemplaires sont imprimés et distribués à chaque numéro!

Contenu

- Messages des présidents – Obtenez des perspectives éclairantes de la haute direction de l'industrie!
- Mises à jour régionales – Restez informé des dernières nouvelles de l'IBANB, de l'IBANS, de l'IBAN et de l'IBAPEI.
- Tendances de l'industrie et changements réglementaires – Notre magazine vous offre des analyses intelligentes des évolutions les plus importantes.
- Événements commerciaux et articles vedettes – Gardez le pouls grâce à de l'information essentielle pour les courtiers et l'ensemble du secteur de l'assurance.
- Réseautage et nouvelles des affiliés – Découvrez les événements et affiliations qui façonnent l'avenir de l'industrie de l'assurance dans la région de l'Atlantique.

Que vous recherchiez des nouvelles à jour sur l'industrie, des stratégies d'affaires ou des perspectives exclusives, cette publication vous aidera à garder une longueur d'avance! **Restez informé. Restez connecté. Restez en avance.**



Preferred Material

- Camera-ready Hi-Res PDFs
- 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 greyscale for Black and White ads or CMYK for colour ads.
- The file format required is TIF, EPS or PDF at 300dpi or greater. All artwork and articles must be marked with the:
 - Company name
 - Contact name
 - File name and
 - Date of issue



Printing Specifications

Mechanical requirements:

- Offset, sheetfed
- Binding method: saddle stitch
- Trim size: 8.5 x 11"

Pricing

NEW 2026 ADVERTISING BUNDLE!

Get a **full-page ad in all 4 issues** for **\$4,995** — you save **\$400!**

And you'll receive ONE invoice for the entire 2026 package.

Prefer a smaller spot?

½-page package: \$3,115 — Save \$200

✓ *Includes single-invoice billing.*

Advertising – Quarterly Magazine:

	Spring/Summer/Winter	Convention (Fall)
Center Spread	\$2149	\$2349
Back Outside Cover (Full Colour)	\$1289	\$1528
Inside Front or Back Cover (Full Colour)	\$1289	\$1528
Inside Full page (Full Colour)	\$1289	\$1528
1/2 Page (Full Colour)	\$779	\$978
1/4 Page (Full Colour)	\$549	\$749

Magazine Submission Deadlines:

Spring	January 30 th , 2026
Summer	April 24 th , 2026
Fall	July 24 th , 2026
Winter	October 30 th , 2026

HST (15%) will be applied to the final invoice. All payments are due within 30 days from the invoice date. Invoices will be sent once the material has been received.



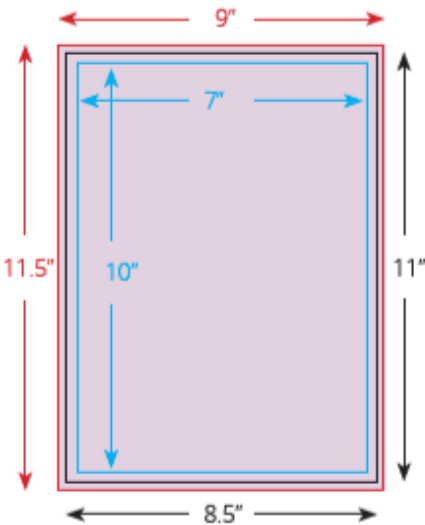
Advertisement Specifications

(All dimensions width x height in inches, unless otherwise stated)

Dimensions – Quarterly Magazine (advertisement pages)	Width x Height
Full Page	8.5” x 11”
½ Vertical	3.5” x 10”
½ Horizontal	7” x 5”
¼ Vertical	3.5” x 5”
Full Page Safe Type Area	7” x 10”
Trim Size	8.5” x 11”
Bleed Size	9” x 11.5”
(1/4” bleed on all sides)	
Double Page Spread	17” x 11”
Double Page Spread Bleed	17.5” x 11.5”

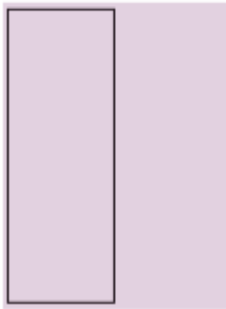
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Trim size8.5" x 11"
Bleed size9" x 11.5"
Safe Type Area7" x 10"



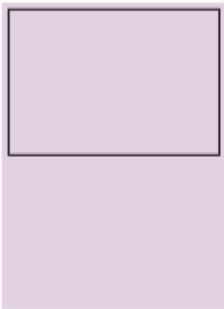
1/2 Vertical

3.5" x 10"



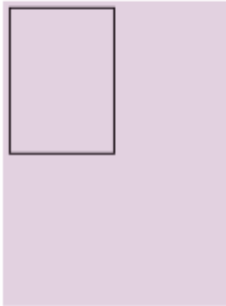
1/2 Horizontal

7" x 5"



1/4 Vertical

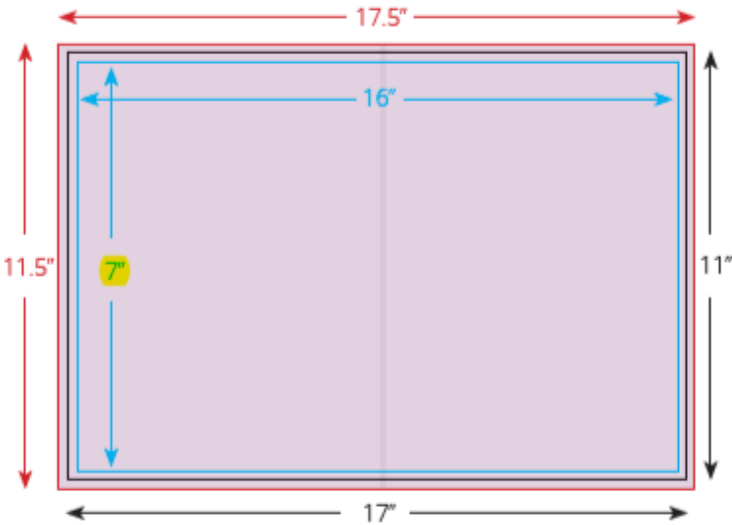
3.5" x 5"



Double Page Spread

– 1/4 bleed on all sides

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



(1/4" bleed on all sides)

Advertisement Specifications

(All dimensions width x height in inches, unless otherwise stated)



**Thank You for Supporting
Our Member Brokers.**