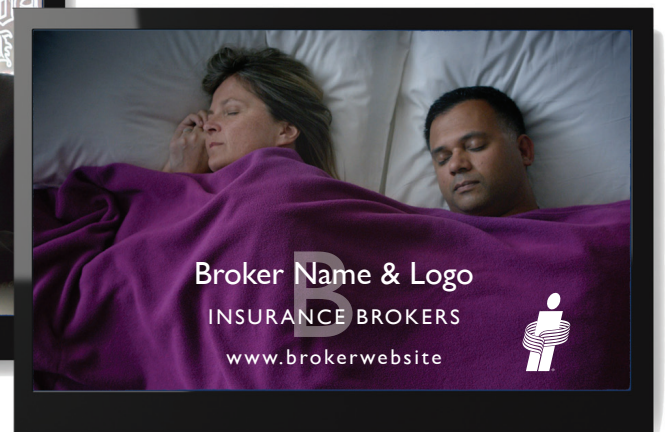
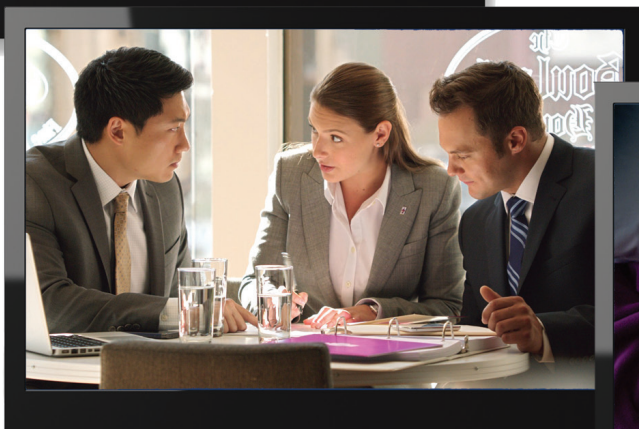
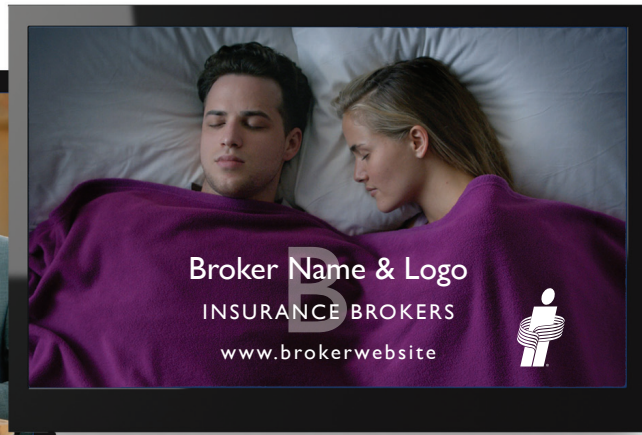


## Customized TV Commercials Now Available

The new “I Am a Broker” TV campaign was launched in January 2015, consisting of a series of 15 and 30 second commercials, with half featuring a male broker, and the other half, a female broker, in both English and French.

The two 30 second versions are now available for customization by member associations or their members, for use on their websites or for email distribution.

The body of each spot would remain the same as the national TV campaign but the closing 5 seconds would feature local names and logos, along with the BIP symbol.



### Customization Options

The campaign may be viewed on the IBAC website, under Advertisements in the Media Centre section.

IBAC can customize the TV spot with your Provincial Association logo or a brokerage logo.

There is no charge to add a Provincial Association name. This same service is also available to assist your members in their marketing efforts, for a fee of \$200 per spot. The material will be delivered directly by email.

Each 30 second TV spot can also be supplied in generic form at no cost, ready for a logo to be added locally.

If you are planning to broadcast these commercials on your local TV channel, you will need a higher resolution than the above material (i.e. broadcast quality). Accordingly, the commercials can be customized for this use, at a delivery charge of \$100, in addition to any customization fee.

**If you are interested in using a customized version of any of our TV commercials for your Association, or have members that are, please complete the following form and return to (dbegin@ibac.ca).**

# CUSTOMIZED TV COMMERCIAL ORDER FORM

## Contact Information (for Association or brokerage)

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## Commercial Requested

- |                |                          |  |
|----------------|--------------------------|--|
| English 30 sec | <input type="checkbox"/> | I am a Broker (Male) Generic IB15-01-30TVE       |
| English 30 sec | <input type="checkbox"/> | I am a Broker (Female) Generic IB15-02-30TVE     |
| French 30 sec  | <input type="checkbox"/> | Je suis courtier (Male Generic) IB15-09-30TVF    |
| French 30 sec  | <input type="checkbox"/> | Je suis courtière (Female Generic) IB15-10-30TVF |

## Online Customization

- [ ] Ship generic version to: \_\_\_\_\_
- [ ] Customize for us (include Logo and required contact information): \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Logos should be at least 300 dpi, minimum of 2 inches in width.  
Acceptable file formats includes eps, ai, tif, pdf or jpeg

**Date Required** \_\_\_\_\_

**For further information:** Denys Bégin      dbegin@ibac.ca      416 367-1831

