



THE ONTARIO BROKER MEDIA KIT

TOTAL POTENTIAL REACH

12,000+
DIGITAL DISTRIBUTION

6,500+
PRINT DISTRIBUTION

INCLUDING INSURANCE
BROKERS, INSURANCE
EXECUTIVES, IBAO SPONSORS,
MPPS AND MPS.

84,417
UNIQUE VISITORS TO
WWW.IBAO.ORG

4,069
TWITTER
FOLLOWERS

3,539
LINKEDIN
FOLLOWERS

1,484
FACEBOOK
FOLLOWERS



FEBRUARY 2017



APRIL 2017



JUNE 2017



AUGUST 2017



OCTOBER 2017



DECEMBER 2017





THE ONTARIO BROKER MEDIA KIT

2018 ADVERTISING OPPORTUNITIES

PRINT ADVERTISING RATES

HST INCLUDED IN ALL LISTED RATES. ALL ADS FEATURE A LINK IN THE DIGITAL EDITION OF THE MAGAZINE.

							SAVE 28%
FULL-COLOUR RATES		1 TIME	2 TIMES	3 TIMES	4 TIMES	5 TIMES	6 TIMES
Double Page Spread		\$9,820	\$9,260	\$8,700	\$8,140	\$7,580	\$7,020
Full Page Outside Back Cover		\$7,050	\$6,640	\$6,240	\$5,840	\$5,440	\$5,040
Full Page Inside Front or Inside Back Cover		\$6,320	\$5,960	\$5,600	\$5,240	\$4,880	\$4,520
Full Page		\$5,610	\$5,290	\$4,970	\$4,650	\$4,330	\$4,010
1/2 Page		\$3,550	\$3,340	\$3,140	\$2,940	\$2,740	\$2,540
1/3 Page		\$2,670	\$2,510	\$2,360	\$2,210	\$2,060	\$1,910
1/4 Page		\$2,050	\$1,950	\$1,830	\$1,710	\$1,590	\$1,470

PRINT ADVERTISING SPECIFICATIONS

DOUBLE PAGE SPREAD 17" x 11.125" 7" x 9.5" (LIVE AREA PER PAGE)	FULL PAGE SPREAD 8.625" x 11.125" 7" x 9.5" (LIVE AREA)
1/2 PAGE HORIZONTAL 7" x 4.583" (LIVE AREA)	1/2 PAGE LONG VERTICAL 3.333" x 9.5" (LIVE AREA)
1/3 PAGE SQUARE 4.583" x 4.583" (LIVE AREA)	1/3 PAGE VERTICAL 2.166" x 9.5" (LIVE AREA)
1/4 PAGE HORIZONTAL 4.583" x 3.333" (LIVE AREA)	1/4 PAGE VERTICAL 3.333" x 4.583" (LIVE AREA)

DIGITAL ADVERTISING RATES

DIGITAL SKYSCRAPER | 200 x 783 PIXELS

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure. Digital editions are released one week after mail dates.

\$1,550 per issue

PRODUCTION SCHEDULE

2018 ISSUE	SPACE CLOSING	ARTWORK DUE	MAIL WEEK
February	Jan. 24	Jan. 24	Feb. 19
April	March 14	March 21	Apr. 16
June	May 9	May 16	June 11
August	July 11	July 18	Aug. 13
October	Sept. 5	Sept. 12	Oct. 15 (Convention week)
December	Nov. 7	Nov. 14	Dec. 10

FOR MORE INFORMATION PLEASE CONTACT:

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