

## **TOTAL POTENTIAL REACH**

12,000+
DIGITAL DISTRIBUTION

6,500+
PRINT DISTRIBUTION

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

84,41/
UNIQUE VISITORS TO
WWW.IBAO.ORG

4,069

**FOLLOWERS** 

3,539

**FOLLOWERS** 

1,484

FACEBOOK FOLLOWERS



**FEBRUARY 2017** 



**APRIL 2017** 



**JUNE 2017** 



**AUGUST 2017** 



OCTOBER 2017



**DECEMBER 2017** 





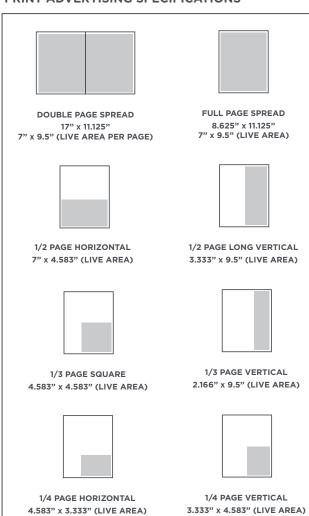
## **2018 ADVERTISING OPPORTUNITIES**

### **PRINT ADVERTISING RATES**

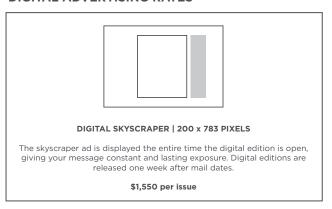
HST INCLUDED IN ALL LISTED RATES. ALL ADS FEATURE A LINK IN THE DIGITAL EDITION OF THE MAGAZINE.

						<b>SAVE 28%</b>	
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	
							1

### PRINT ADVERTISING SPECIFICATIONS



## **DIGITAL ADVERTISING RATES**



### **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)
Decembe	r Nov. 7	Nov. 14	Dec. 10

## FOR MORE INFORMATION PLEASE CONTACT:

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