

WP

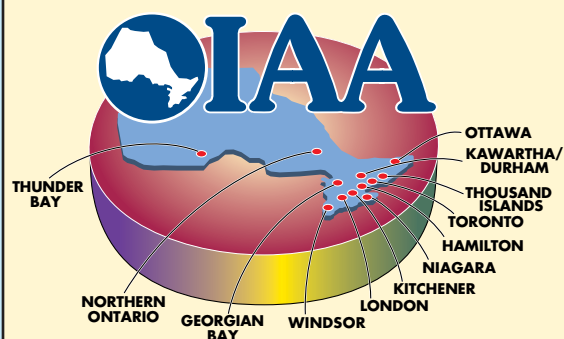
Without Prejudice

Official Journal of the Ontario
Insurance Adjusters Association

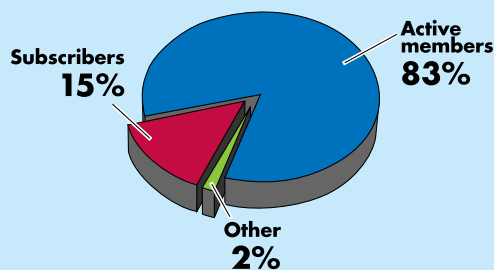
Advertising Rates and Data

Effective September 2008

Ontario Insurance Adjusters Association



The "Without Prejudice" Magazine is the Official Journal of the Ontario Insurance Adjusters Association. The O.I.A.A. was founded in 1930 and has grown to a present membership of approximately 1,800 Active and Associate members. Active members include claims managers, supervisors, representatives as well as independent adjusters. All Active and Associate members receive a copy of the "WP" on a monthly basis. Our magazine is also received by Honorary and Honorary Life members of the O.I.A.A., our advertisers and a large number of subscribers. The first "WP" was printed in September of 1936 and since that time circulation has grown to exceed 2,000 copies per month. It is ranked as one of the finest insurance adjuster's journals in North America. The "WP" is distributed in Ontario and reaches as far as both coasts of Canada, the United States, the Caribbean, Japan and the United Kingdom.



**ACTIVE MEMBERS (CLAIMS PERSONS)
RECEIVE 83% OF 2,000 COPIES**

The schedule below outlines current rates for advertising space from September 2008 through to June 2009. Mechanical requirements, advertising conditions and additional charges are shown on the back page. If you have any enquires concerning use of the "WP" as your advertising media, contact the advertising staff as printed in "WP" or Harrison Inc. Rates quoted are net, applicable taxes are extra.

FULL COLOUR OR BLACK AND WHITE ADS

Prices are for space only – Sept. 2008 to June 2009.

| Size of Space | Per issue | For ten consecutive issues |
|---------------|-----------|----------------------------|
| Full Page | \$ 797 | \$ 684 per issue |
| 2/3 Page | \$ 659 | \$ 566 per issue |
| 1/2 Page | \$ 550 | \$ 471 per issue |
| 1/3 Page | \$ 464 | \$ 397 per issue |
| 1/4 Page | \$ 370 | \$ 318 per issue |
| 1/6 Page | \$ 277 | \$ 237 per issue |
| Cover Pages | — | \$ 1150 per issue |

Publishing Schedule – September 2008 to June 2009

| ISSUE | SPACE CLOSING | MATERIAL DEADLINE | MAILING |
|-----------|---------------|-------------------|---------|
| Sept 2008 | July 25 | Aug 1 | Sept 2 |
| Oct 2008 | Aug 27 | Sept 3 | Oct 1 |
| Nov 2008 | Sept 26 | Oct 3 | Nov 3 |
| Dec 2008 | Oct 24 | Oct 31 | Dec 1 |
| Jan 2009 | Nov 28 | Dec 5 | Jan 2 |
| Feb 2009 | Dec 29 | Jan 5 | Feb 2 |
| Mar 2009 | Jan 26 | Feb 2 | Mar 2 |
| Apr 2009 | Feb 25 | Mar 4 | Apr 1 |
| May 2009 | Mar 27 | Apr 3 | May 1 |
| June 2009 | Apr 24 | May 1 | June 1 |

Mechanical Requirements

Magazine trim size is 8 1/2" x 11"

| | Max.Width | Max.Depth |
|--------------------------|-----------|-----------|
| Full Page..... | 7 3/4" x | 10" |
| 2/3 (Vertical Only)..... | 5 1/16" x | 9 1/4" |
| 1/2 (Island)..... | 5 1/16" x | 6 7/8" |
| 1/2 (Horizontal)..... | 7 3/4" x | 4 5/8" |
| 1/3 (Vertical)..... | 2 3/8" x | 9 1/4" |
| 1/3 (Square)..... | 5 1/16" x | 4 5/8" |
| 1/4 (Vertical)..... | 2 3/8" x | 6 7/8" |
| 1/4 (Horizontal)..... | 7 3/4" x | 2 1/4" |
| 1/6 (Vertical)..... | 2 3/8" x | 4 5/8" |
| 1/6 (Horizontal)..... | 5 1/16" x | 2 1/4" |

Bleed is **only accepted** for full page ads.

Ad Preparation Charges

(Typed copy and layout to be supplied by advertiser)

| | |
|-----------------|--------|
| Full page | \$ 300 |
| 2/3 page | 270 |
| 1/2 page | 225 |
| 1/3 page | 200 |
| 1/4 page | 165 |
| 1/6 page | 143 |

Changes to existing ads, up to 3 lines : \$46.00

Ad concept development, layout and copy writing - if advertiser requires this service - can be supplied by Harrison Inc., please see below.

Ads must be submitted electronically and meet the following requirements:

- The resolution of all images (i.e., photographs) should be at least 300 dpi.
- Line art should be of a minimum 600 dpi.
- Acceptable Mac file formats: Press Quality High-Resolution PDF, QuarkXPress, Adobe Illustrator, Adobe Photoshop, TIFF, EPS, JPEG
- Storage media: CD or DVD.

Ads can be e-mailed to: harrisoninc@rogers.com

WP magazine is produced by Harrison Inc. Advertising and Promotion, 300 John Streer, Suite 308, Thornhill, Ontario L3T 5W4.

For information on advertising specifications, costs, production of ads and ad placement, please contact: Sam Chow, Harrison Inc. Tel: (905) 882-9167 or Fax: (905) 882-7407.

E-mail: harrisoninc@rogers.com

Personnel Ads: \$162.00 per insertion for 1/6 page space plus layout and production costs. This applies to O.I.A.A. member companies only. **For non-member companies or ad spaces larger than 1/6 page, regular ad rates apply.**

Directory of Adjusters: \$4.00 per line per month plus an annual set-up charge of \$47.00 for the first 5 lines and an additional \$1.60 per line charge over and above this. Charges for changing an existing listing will be based on the extent of the change required.

Industry News: Advertiser related items, worthy of the heading, will be published free, if not more than 1/6 of a page. If item is larger than 1/6 page, regular ad rates apply. **A charge of \$60.00 is made if a photograph is used.** Overly commercial items are likely to be edited or rejected at the discretion of the editor.

Publisher Set Ads: Should an advertiser provide the ad layout, other than the acceptable formats, WP Magazine can provide typesetting and complete ad assembly. The cost for this service is based on the size of the ad, rates are listed under Ad Preparation Charges. These one-time production charges are extra, over and above monthly space rates.

Illustrations or Special Graphic Treatments are extra, costs can be confirmed by contacting Harrison Inc.

Changes to Ads: Typesetting cost will be charged according to the extent of change required.

Special Positions: Special positions are charged at 20% over the regular applicable rate.

Rates quoted are net, applicable taxes are extra.

TERMS

- All advertisements must be accompanied by one of the following payment methods: **1)** Full payment. **2)** 50% payment of the number of ads; the remainder will be invoiced in January 2009. **3)** Post-dated cheques dated for the 1st of each month the ad appears.
- Payment of any balance must be received five weeks prior to publication of the remaining advertisements or the advertisements will not be published.
- Layout and additional charges will be invoiced. Payment is due on receipt of the invoice.
- Please refer to Authorization For Advertising for payment methods.
- Any arrears over two months will result in removal of advertising without notice. A 20% service charge or \$100.00 (whichever is greater) will also be calculated at the time of removal.
- 1-1/2% per month interest will be charged on accounts over 30 days.
- The Association, its publishers and its printers do not accept responsibility for errors. While every effort is taken to ensure accuracy, the advertiser must pay for advertising space despite any such errors.