

WP

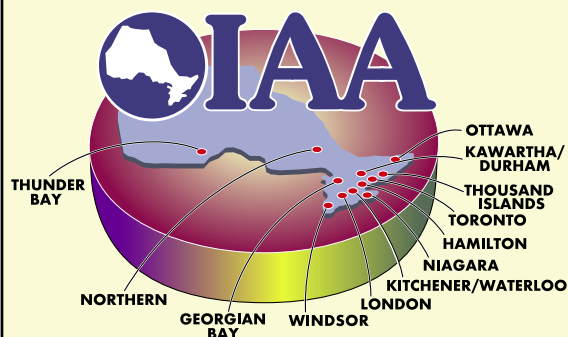
Without Prejudice

Advertising Rates and Data

Effective September 2021

RATES FROZEN
AT DISCOUNTED 2020-2021 PRICING
15%-20% off all rates
for Social Members

Ontario Insurance Adjusters Association



The "Without Prejudice" Magazine is the Official Journal of the Ontario Insurance Adjusters Association. The OIAA was founded in 1931. Active members include claims managers, supervisors, representatives as well as independent adjusters. The "WP" is now fully digital, it is ranked as one of the finest insurance adjuster's journals in North America, and it is available to everyone.

The schedule below outlines current rates for advertising space from September 2021 through to June 2022. Mechanical requirements, advertising conditions and additional charges are shown on the next page. If you have any enquires concerning use of the "WP" as your advertising media, please contact Tena Allen at tenaallen1@gmail.com. Rates quoted are net, applicable taxes are extra.

Publishing Schedule – September 2021 to June 2022

ISSUE	SPACE CLOSING	MATERIAL DEADLINE	E-MAILING
Sept 2021	July 26	Aug 18	Sept 6
Oct 2021	Aug 25	Sept 17	Oct 1
Nov 2021	Sept 24	Oct 18	Nov 1
Dec 2021	Oct 25	Nov 17	Dec 1
Jan 2022	Nov 24	Dec 13	Jan 4
Feb 2022	Dec 20	Jan 18	Feb 1
Mar 2022	Jan 25	Feb 15	Mar 1
Apr 2022	Feb 22	Mar 18	Apr 1
May 2022	Mar 25	April 18	May 2
June 2022	Apr 25	May 18	June 1

WP ADVERTISING RATES

Prices are for space only – Sept. 2021 to June 2022

Size	Single Issue	Five Issues	Ten Issues	Member/Social Member Pricing		
				Single Issue 15% discount	5 Issues 20% discount	10 Issues 20% discount
Full Page	\$855	\$810 per issue	\$783 per issue	\$726	\$648 per issue	\$626 per issue
2/3 Page	\$720	\$679 per issue	\$648 per issue	\$612	\$543 per issue	\$518 per issue
1/2 Page	\$598	\$567 per issue	\$540 per issue	\$508	\$453 per issue	\$432 per issue
1/3 Page	\$504	\$477 per issue	\$454 per issue	\$428	\$381 per issue	\$363 per issue
1/4 Page	\$405	\$382 per issue	\$360 per issue	\$344	\$306 per issue	\$288 per issue
1/6 Page	\$301	\$283 per issue	\$270 per issue	\$256	\$226 per issue	\$216 per issue

WP radio ads are available, Please contact Terry Doherty at: wpdigital@oiaa.com

Social Member is a current member (with no outstanding membership dues) of either the Provincial Chapter (including Toronto) or the local chapters (Georgian Bay, Hamilton, Kawartha-Durham, Kitchener-Waterloo, London, Niagara, Northern, Ottawa, Thousand Islands, Thunder Bay, and Windsor). In order for a business to qualify for the discounts outlined on page 1, at least 5 employees of the business must be social members or if the business has less than 5 employees, all the employees must be social members.

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	\$ 306
2/3 page	275
1/2 page	230
1/3 page	204
1/4 page	169
1/6 page	146

Ads must be submitted electronically and meet the following requirements:

- Acceptable file formats: Press Quality High-Resolution PDF, JPEG, EPS, TIFF.
- The resolution of all images (i.e., photos) should be at least 300 dpi.

For information on advertising specifications, costs, production of ads and ad placement, please contact:

Tena Allen E-mail: tenaallen1@gmail.com.

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

Industry News: Adjuster 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.

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. By either cheque or credit card (VISA or MasterCard only).
 - 2) 50% payment of the number of ads; the remainder will be invoiced in January 2022.
 - 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.