

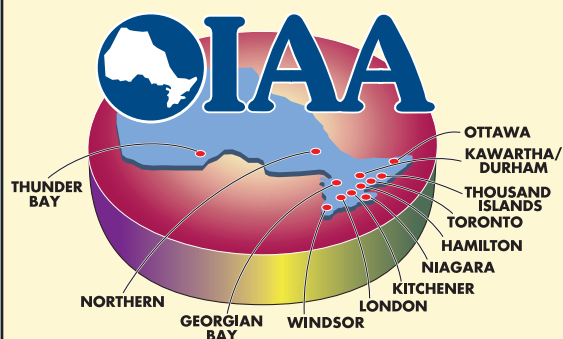
WP

Without Prejudice

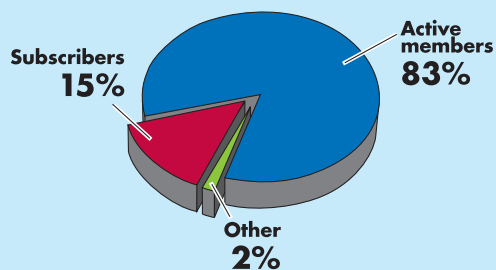
Advertising Rates and Data

Effective September 2017

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 over 1,100 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. 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. The first "WP" was printed in September of 1936 and since that time circulation has grown to exceed 1,500 copies per month.



**ACTIVE MEMBERS (CLAIMS PERSONS)
RECEIVE 83% OF 1,500 COPIES**

The schedule below outlines current rates for advertising space from September 2017 through to June 2018. 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, please contact Jackie Johnston at jackie@oiaa.com or Jami Smith at jami@oiaa.com. Rates quoted are net, applicable taxes are extra.

FULL COLOUR OR BLACK AND WHITE ADS

Prices are for space only – Sept. 2017 to June 2018

Size of Space	Single issue	Five issues	For ten issues which includes a FREE website listing
Full Page	\$ 920	\$870 per issue	\$ 789 per issue
2/3 Page	\$ 761	\$720 per issue	\$ 653 per issue
1/2 Page	\$ 635	\$601 per issue	\$ 545 per issue
1/3 Page	\$ 535	\$506 per issue	\$ 459 per issue
1/4 Page	\$ 427	\$404 per issue	\$ 366 per issue
1/6 Page	\$ 320	\$303 per issue	\$ 275 per issue
Cover Pages	—	—	\$ 1200 per issue

Publishing Schedule – September 2017 to June 2018

ISSUE	SPACE CLOSING	MATERIAL DEADLINE	MAILING
Sept 2017	July 21	Aug 4	Sept 1
Oct 2017	Aug 18	Sept 1	Oct 2
Nov 2017	Sept 22	Oct 6	Nov 1
Dec 2017	Oct 20	Nov 3	Dec 1
Jan 2018	Nov 17	Dec 1	Jan 2
Feb 2018	Dec 22	Jan 5	Feb 1
Mar 2018	Jan 12	Feb 2	Mar 1
Apr 2018	Feb 16	Mar 2	Apr 2
May 2018	Mar 23	April 6	May 1
June 2018	Apr 20	May 4	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	\$ 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, QuarkXPress, Adobe Illustrator, Adobe Photoshop, TIFF, EPS, JPEG
- The resolution of all images (i.e., photographs) should be at least 300 dpi.
- Line art should be of a minimum 600 dpi.

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

Jackie Johnston Email: jackie@oiaa.com

Jami Smith Email: jami@oiaa.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.

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 2018.
 - 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.