



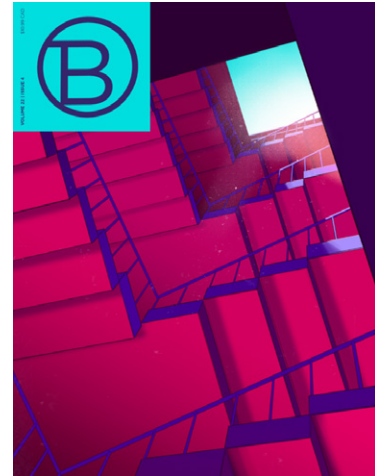
THE ONTARIO BROKER MAGAZINE

2024 MEDIA KIT

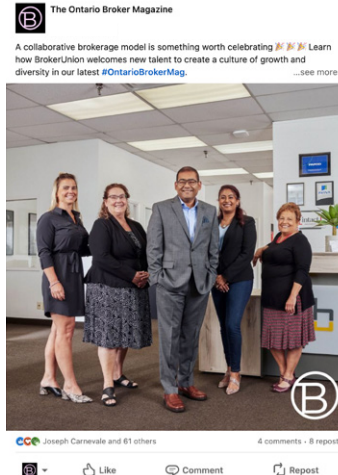


ibao
INSURANCE BROKERS
ASSOCIATION OF ONTARIO

TOB ISSUES



TOB STATS



13,600+

LINKEDIN FOLLOWERS

4,700+

FACEBOOK FOLLOWERS

1,900+

INSTAGRAM FOLLOWERS

2x

TOB POSTS PER WEEK

94,000+

UNIQUE VISITORS TO IBAO.ORG

17,000+

IBAO UPDATE SUBSCRIBERS

60%

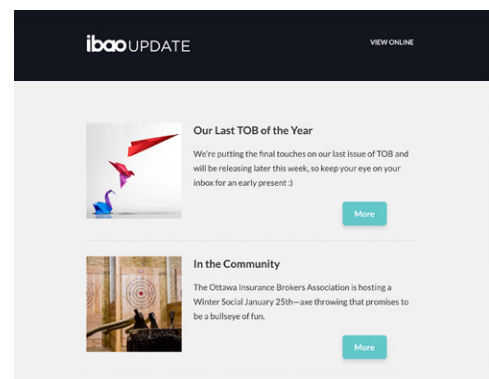
HIGHEST OPEN RATE

4x

PROMOTIONS PER MONTH IN
IBAO UPDATE

1x

PROMOTION PER MONTH IN
TOB ENEWSLETTER



EDITORIAL CALENDAR



PRINT ISSUE	EDITION	PRINT AD DUE	RELEASE
Volume 24, Issue 1	Spring Edition	March 22	April 2024

Volume 24, Issue 2 (IBAOcon Issue)	Fall Edition	September 20	October 2024
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DIGITAL ISSUE	EDITION	DIGITAL AD DUE	AD RELEASE
Uploads throughout the year	Ongoing News Reel	30 th of every month	1 st of every month

PRINT ADVERTISING

FULL-COLOUR RATES	PER ISSUE
Multi-Page Ad Feature (Consecutive full pages, 1 available per issue)	Ask for pricing
Double Page Spread	\$9,820
Full Page Outside Back Cover	\$7,150
Full Page (15% premium for inside front or back covers)	\$5,710
1/2 Page	\$3,650
1/4 Page	\$2,770
Graphic Design Service	\$150/hr

* HST NOT INCLUDED
* RATES FOR PRINT AND FLIPBOOK

RECOMMENDED SPECIFICATIONS

- Images 300 dpi
- Images/graphics should not use any form of compression
- CMYK format
- Bleed must extend 1/8" on each side for double or full page spreads
- Place live area 1/2" in from the trim size

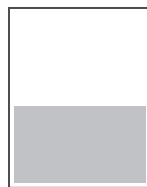
GRAPHIC DESIGN SERVICE

- Full ad package provided with working files
- Complete design creation
- 2-4 business days turnaround
- 3 revisions included
- Must provide logo and/or high res images, text and other requested assets

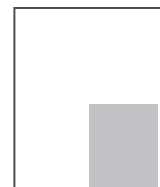
PRINT ADVERTISING SPECIFICATIONS



DOUBLE PAGE SPREAD
16.75" x 10.875"
(Add 0.125" bleed)



1/2 PAGE HORIZONTAL
7" x 4.583"
(Bleed not required)



1/4 PAGE VERTICAL
3.333" x 4.583"
(Bleed not required)



FULL PAGE SPREAD
8.375" x 10.875"
(Add 0.125" bleed)



1/2 PAGE LONG VERTICAL
3.333" x 9.5"
(Bleed not required)



1/4 PAGE HORIZONTAL
4.583" x 3.333"
(Bleed not required)

DIGITAL ADVERTISING

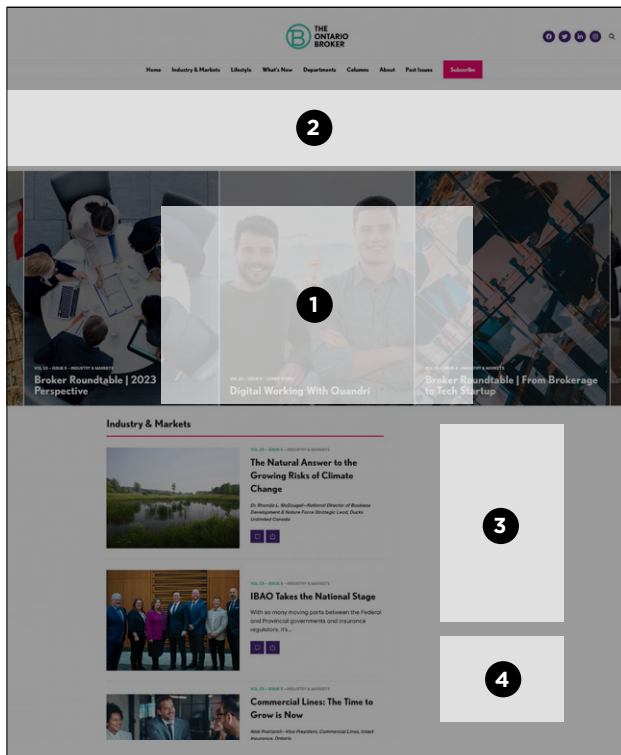
TOB WEBSITE

Various website advertising opportunities are available. Ad space is reserved on a first come first serve basis and subject to availability.

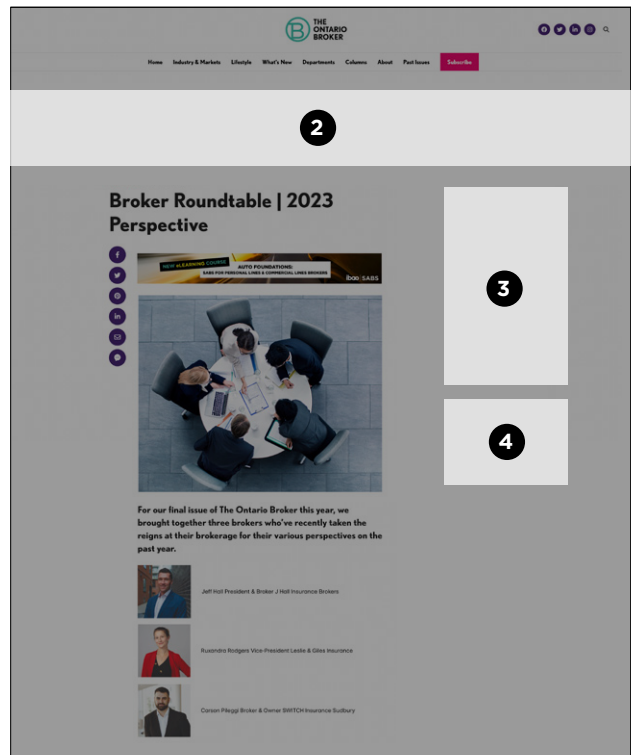
AD TYPE	HOME PAGE	LANDING OR ARTICLE PAGE	
	1 MONTH 1X FREQUENCY	1 MONTH 1X FREQUENCY	1 MONTH 3X FREQUENCY
1 Overlay 600 (W) x 400 (H) pixels	\$1200	\$480	\$840
2 Billboard 1200(W) x 150(H) pixels	\$780	\$310	\$465
3 Half Page 300(W) x 600 (H) pixels	\$660	\$240	\$360
4 Big Box 300 (W) x 250 (H) pixels	\$440	\$180	\$270

* HST NOT INCLUDED
GRAPHIC DESIGN SERVICE AVAILABLE

HOME PAGE



ARTICLE PAGE



DIGITAL ADVERTISING

TOB NEWSLETTER

Distributed to 17,000+ Ontario Brokers, Industry Professionals, Insurance Students.

AD TYPE	1X FREQUENCY
1 Billboard 728(W) x 250(H) pixels	\$580
2 Big Box (2 Available) 300 (W) x 250 (H) pixels	\$360

SAMPLE BIG BOX AD

THE ONTARIO BROKER

THE STRENGTH IN NUMBERS

ADVERTISE WITH US

MEDIA KIT

THE ONTARIO BROKER [View Online](#)

1

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 Workforce technology is becoming a pervasive force...
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 President & CEO, Andrew J. Spence...
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2 **2**

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