

To **REACH** and **INFLUENCE** the claims industry,
PLAN NOW and place your advertising investments
 in the one information source claims professionals
 read and trust most.

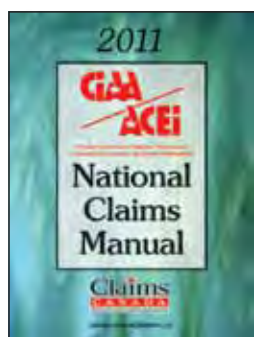
Claims Canada

reaches over **8500+** Insurance and Claims Professionals
 Nationally with a readership of **28,370** per issue.



The 2012 Annual National Claims Manual

The Official CIAA Claims Manual (Published November 2011)



Published annually, this comprehensive annual, coil-bound directory provides Canada's Insurance Claims market with a vital claims information resource that is referenced on an ongoing basis by the readership of Claims Canada.

Strategic information sections within the **NATIONAL CLAIMS MANUAL** provide advertisers with a choice of highly referenced advertising location options – ensuring exposure for your advertisement within an editorial/information environment that is specific to your area of business.

The 2012 National Claims Manual is a valuable resource publication for claims management professionals across the country.

Target Issue Calendar 2011

FEBRUARY • APRIL • JUNE • AUGUST • OCTOBER • DECEMBER

Space closes 10th of month prior • Ad materials 20th of month prior.

• Reaching Over 8,500 Insurance Claim

CLAIMS CANADA provides Canada's Insurance Claims industry with a powerful and respected magazine – covering all aspects of this vital and important professional market.



Every issue of Claims Canada magazine guarantees that your marketing message is taking aim at 5500+ Claims Adjusters/Managers and an additional 3000+ Insurance Industry Professionals.

Above and beyond our national circulation – Claims Canada is the only national claims magazine to provide your advertising investments clear impact and exposure at the following key industry conferences and events:

- RIMS Canada (Risk & Insurance Management Society)
- CIIA Annual Conference
- RIMS US
- CIIA Educational Seminars
- CICMA/CIIA Annual Joint Conference
- Quarter Century Club Annual Reception
- OIAA Conference
- Annual Fraud Forum
- National Insurance Conference of Canada (NICC)

The ONLY national claims magazine that puts your advertising message RIGHT-ON-TARGET!



visit www.claimscanada.ca



The official publication of the Canadian Independent Adjusters Association

Produced by the publishers of Canadian Underwriter Magazine
CANADIAN UNDERWRITER



ns Professionals from Coast-to-Coast! •

2011 Advertising Rates* Claims Canada Magazine and the National Claims Manual

ADVERTISING RATES

BLACK & WHITE	1X	3X	7X
Full Page	\$3,152	\$2,774	\$2,438
1/2 Page Island	2,717	2,395	2,115
1/2 Page	2,351	2,070	1,832
1/3 Page	2,038	1,805	1,603
1/4 Page	1,759	1,572	1,395

COLOUR CHARGES

- Four Colour\$1221
 - Standard**\$405
- ** Definition of Standard Colours: cyan, yellow, magenta

PREFERRED POSITIONS:

(Minimum full-colour accepted for cover positions)

- 1st Cover: Not Sold**
- 2nd & 3rd: 30% premium on space and colour**
- 4th: 40% premium on space and colour**

SUPPLIED INSERTS / POLYBAG OUTSERTS*

Brochure & Flyer Inserts:

Your existing promotional material may be inserted and distributed within the pages of Claims Canada

Polybag Direct Marketing (Outserts):

Distribute your brochure or promotion piece with Claims Canada – visible in a clear sealed plastic bag

* Contact publisher for details, specs.

DISPLAY ADVERTISING MEASUREMENTS

	WIDE		DEEP
Full page trim size:	8 1/8"	x	10 7/8"
Full page type size:	7"	x	10"
Full bleed page:	8 3/8"	x	11 1/8"
Double page spread:	15 1/4"	x	10" (type size)
Double page spread:	16 1/2"	x	11 1/8" (bleed size)
1/2 page: (Island)	4 1/2"	x	7 1/4"
1/2 page: (Horiz.)	7"	x	4 7/8"
1/2 page: (Vert.)	3 3/8"	x	10"
1/3 page: (Sq.)	4 1/2"	x	4 13/16"
1/3 page: (Horiz.)	7"	x	3 5/16"
1/3 page: (Vert.)	2 1/4"	x	10"
1/4 page: (Sq.)	3 3/8"	x	4 7/8"

APPOINTMENT NOTICES

Advertisements in editorial style \$185 per column inch. Production included.

CLASSIFIED ADVERTISING

\$185 per column inch (1" x 2-1/8")

2011

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