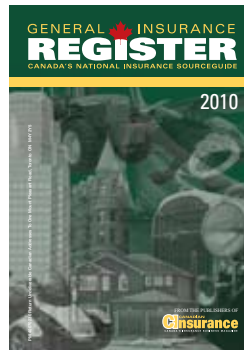


ANNUAL SOURCE GUIDES

General Insurance Register

Published annually, this is the only **national** sourcebook for the Canadian property & casualty market. It offers:

- Detailed profiles for more than 200 insurers and reinsurers, including financial summaries and ratings.
- 8 sections of listings, covering over 40 sectors of the industry.
- An everyday resource tool – perfect for finding and creating new business.
- The Canadian broker's "bible"



GENERAL INSURANCE REGISTER	
ADVERTISING RATES (black/white only)	
AD SIZE	
Full page	\$2,925
1/2 page	\$1,565
1/4 page	\$815
1/8 page	\$435
COVERS & TABS – FULL PAGE ONLY	
(subject to availability – four colour only)	
Covers	\$4,455
Section tabs	\$4,320
Demi-tabs	\$4,320
COMPANY LOCATION LISTINGS	
BASIC: No charge (includes company name and phone number)	
PREMIUM: \$80 (includes company name, address, phone, fax, email and web in bold face)	
<i>NB: Advertisers in GIR will receive premium listings in GIR as part of their package, as follows:</i>	
1/8 page:	2 listings
1/4 page:	7 listings
1/2 page:	15 listings
Full page:	25 listings
Tab Page :	50 listings
Closing for Ad Space: November 6, 2009	
Closing for Ad Material: November 13, 2009	
Published: February 2010	

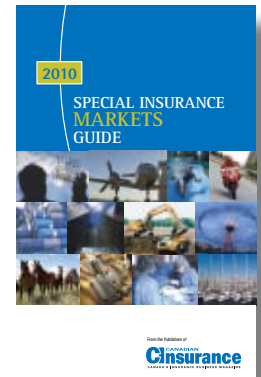
Special Market Source Guide

This is a national source guide for niche markets and hard-to-place coverages offered by MGAs, brokers and insurers.

Includes property and casualty and life coverages.

Distributed every April to brokers and risk managers across Canada, as well as broker events.

Current sales/distribution of this directory is over 7,500.



SPECIAL MARKETS SOURCE GUIDE	
ADVERTISING RATES (4 colour)	
AD SIZE	
Full page	\$3,100
½ page	\$1,650
¼ page	\$860
1/8 page	\$455
COVERS	\$4,675
<i>NB : Advertisers in Special Markets Source Guide will receive premium listings of their offices.</i>	
Space: March 5, 2010	
Ads Due: March 12, 2010	
Published: April 2010	

AD SPECIFICATIONS FOR BOTH DIRECTORIES		
	WIDTH	DEPTH
Trim Page	5-3/4"	9"
Bleed Page	6"	9-1/4"
Live Area	4-3/4"	8"
1/2 page horizontal	4-3/4"	4"
1/4 page vertical	3-1/8"	3"
1/4 page horizontal	4-3/4"	2"
1/8 page vertical	3-1/8"	1-1/2"
1/8 page horizontal	4-3/4"	1"
Covers - trim	6-1/4"	9"
Covers – bleed	6-1/2"	9-1/4"
<i>NB: Due to coil binding on GIR, side margins are not symmetrical. Binding edge should have 5/8" margin and outside edge 3/8" margin for type safety.</i>		
Please note: Combination rates are available for contracts booked in both directories. Contact your sales representative for more details.		