



Insurance-Canada.ca

2012

Marketing Opportunities

Who We Are

Insurance-Canada.ca Inc. Canada's Source for Insurance Information, Products and Services

Insurance-Canada.ca Inc., founded in 1995, is a privately held company; it is not owned by or affiliated with any insurance provider or vendor. We aim to be the leading source of insurance information for Canadian consumers and professionals.

www.insurance-canada.ca is a key source of information for both industry stakeholders and consumers. On the site, you will find:

- Articles and information for consumers organized by type of insurance
- Insurers, brokers and claims organizations providing:
 - Insurance coverages and online quotes
 - Insurance related products and services.
- Articles and information for professionals organized by line of business.
- A database of archived articles and white papers for industry reference.
- Vendors providing products and services to the insurance industry.

Insurance-Canada.ca Technology Conference (ICTC)

Since 2003, Insurance-Canada.ca has hosted the Insurance-Canada.ca Technology Conference (ICTC), which is held in the first quarter of each year. The event focuses on technology and its impact on the insurance industry for all stakeholders. ICTC is always well attended and provides a forum for technology companies to showcase their products and services to a receptive audience.

Insurance-Canada.ca Technology Awards (ICTA)

These awards celebrate organizations whose implementations of technology in the insurance industry show the greatest positive impact on the business of insurance in Canada. Awards are given in three categories: Insurers; Distributors; and Suppliers. Award presentations are made each year at the Insurance-Canada.ca Technology Conference (ICTC).

The Chronicle

Insurance-Canada.ca also publishes a weekly e-newsletter the *Chronicle* targeted to the insurance professional. This newsletter provides timely news on issues affecting the industry, as well as events, new product offerings and white papers.

The Intersection – Insurance-Canada.ca's blog

Launched in 2010, the Intersection provides content and commentary that goes beyond that found on the website or e-newsletter, and a forum for insurance industry professionals to provide their opinions.

Webinars

Insurance-Canada.ca can plan and execute webinars targeted to the insurance professional. Webinars can include polling during the event, immediate post-webinar surveys and follow-up opportunities. Promotion of webinars is also available.

Studies and Surveys

Both quick surveys and long-term studies can be executed through Insurance-Canada.ca, from pre-planning to post-study reviews. Promotion of all research is available through Insurance-Canada.ca.



The Insurance-Canada.ca website is organized into two major sections: Consumer and Professional

Current site statistics are as follows:

Monthly Page Views

Consumer	38,708
Professional	21,196
Total site Page Views.....	59,904

The Consumer side includes:

- News & articles relevant to the consumer
- Tips on buying insurance
- Online quotes
- Content Marketing
- Information and directories on:
 - Auto
 - Home/Tenant
 - Travel
 - Health
 - Business
 - Life
 - Pets/Animals
 - Sports

The Professional side includes:

- News & articles for the insurance professional
- Industry statistics
- Content Marketing
- The *Intersection* blog
- Webinars
- Surveys and Studies
- Information and provider profiles on:
 - Distribution
 - Policy Management
 - Claims
 - Client Relationships
 - Technology and e-business
 - HR, Jobs & Education
 - Special Products

Insurance-Canada.ca Website Advertising Rates

Ad Size	Section	Annual Rate ¹
Top Leaderboard	Homepage	\$2,000
	Information Section	\$2,000
	Provider Profile ²	\$1,500
Big Box	Information Section	\$2,500
	Provider Profile ²	\$2,000
Rectangle	Homepage	\$1,500
	Information Section	\$1,500
	Provider Profile ²	\$1,000
Button³	Provider Profile	\$500

1. For shorter term programs contact your sales representative or email sales@insurance-canada.ca

2. Each Provider Profile ad includes a Button ad and listing in the same directory.

3. Package discounts for multiple button ads and listings: 3 for \$1,000 and 5 for \$1,500.

Mechanical Specifications

Ad	Size
Top Leaderboard	728 pixels wide x 90 pixels deep
Big Box	300 pixels wide x 250 pixels deep
Rectangle	180 pixels wide x 150 pixels deep
Button	160 pixels wide x 125 pixels deep maximum

- All ads should be submitted as jpg or gif (static or animated).
- Custom email messages should be submitted as html documents

Contact Personnel

Doug Grant

Principal

doug.grant@insurance-canada.ca
416-921-7756

Kathryn Bertsch

Business Development

kathryn.bertsch@insurance-canada.ca
416-244-4361

Marlene Pike

Sales

marlene.pike@insurance-canada.ca
519-895-8585

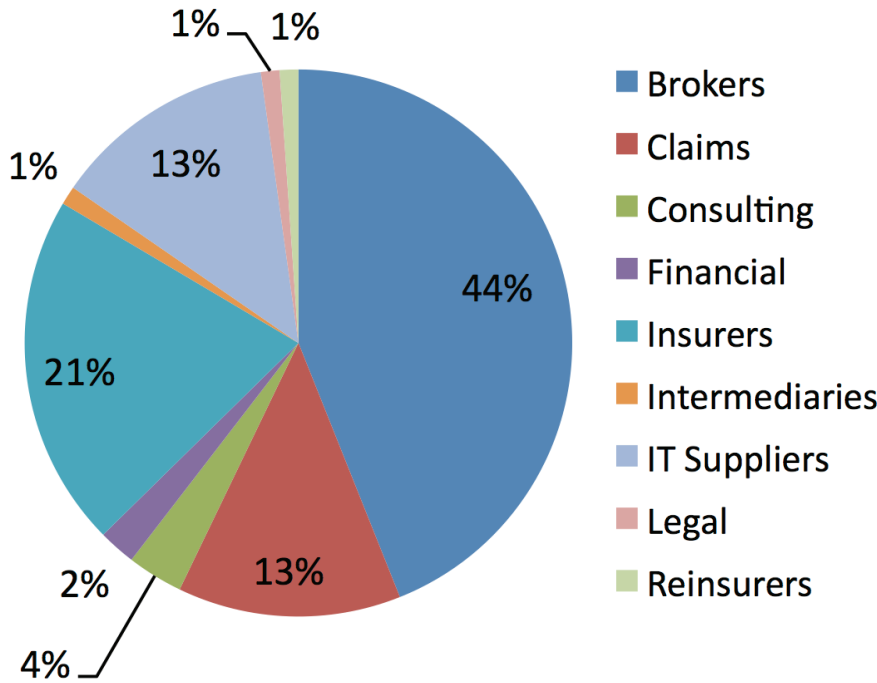
The Chronicle

The *Chronicle* is emailed weekly to over 5,000 professional subscribers.

Targeted to the insurance professional, this newsletter provides timely news on issues affecting the industry, as well as events, new product offerings and white papers.

All advertisers in the Chronicle can benefit from content marketing. Insurance-Canada.ca will take articles, case studies, white papers, announcements etc and post them on the website. Chronicle readers are then advised of these offerings and supplied with a link to the content.

Chronicle subscribers



The Chronicle e-newsletter advertising rates

Ad Size	4-pack	8-pack	12-pack
Top Leaderboard	\$1,000	\$1,500	\$2,000
Text Ad	\$1,000	\$1,500	\$2,000

Mechanical Specifications

Ad	Size
Top Leaderboard	728 pixels wide x 90 pixels deep
Text Ad	Text ad includes logo, 50 words of descriptive text, contact information and a link to your site.

- All ads should be submitted as jpg or gif (static or animated).
- Custom email messages should be submitted as html documents

Terms and Conditions

- All rates are net dollars and are subject to applicable taxes.
- Payments are due on receipt of invoice.
- Accounts are payable in Canadian funds.



Other Marketing Opportunities

Customized E-mail Marketing

Insurance-Canada.ca can deliver your customized email message (e-Direct) to the professional subscribers of the *Chronicle*. This direct-response tool can drive traffic to your website for special promotions or to deliver timely announcements. Cost: \$1,250 per e-Direct

Sponsored Editorial

Online editorial can significantly leverage your marketing program by providing increased synergy as well as a wider reach of your key target market. Editorial and creative development for research, articles or case studies is available through Insurance-Canada.ca. All editorial will be posted on the website and referenced in the *Chronicle*. Costs are dependent upon the scope of the project. Contact your sales representative for more information.

Studies

Insurance-Canada.ca can assist research studies with the following:

- Planning, from initial start through to the final report and other deliverables
- Identification of key target and promotion of study to this target, through website, e-newsletter, e-Directs and social media
- Data collection, analysis and interpretation
- Post-study review

Studies vary widely in subject matter, scope and effort. Costs are determined based on the scope of the study. For more information, contact your sales representative or email sales@insurance-canada.ca

Surveys

Online surveys can be executed through Insurance-Canada.ca.

The following services are available:

- Survey planning and organization
- Questionnaire development
- Survey platform and management
- Promotion of survey, through website, e-newsletter, e-Directs and social media
- Survey analysis and interpretation
- Summary report

Costs are determined based on the scope of the survey. For more information, contact your sales representative or email sales@insurance-canada.ca

Webinars

Insurance-Canada.ca can provide webinars for those firms wishing to tap into the benefits of this virtual marketing tool. Turn-key service is provided and can include:

- Event planning and organizing
- Promotion of event through website, e-newsletter, e-Directs and social media
- Registration with confirmation and reminder messages
- Event platform and management, including recording and replay
- Event reports
- Post-event messages for attendees and non-attendees

Costs are determined base on the scope of the event. For more information, contact your sales representative or email sales@insurance-canada.ca

Creative Services

Insurance-Canada.ca can provide assistance in creative design for any online program. Rates are competitive. Contact your sales representative for more information.



Insurance-Canada.ca Technology Conference (ICTC) and the Insurance-Canada.ca Technology Awards (ICTAs).



11TH ANNUAL

Insurance-Canada.ca
Technology
CONFERENCE

From industry-leading vision and analysis, to practical “problem-solution” sessions, ICTC provides the content, the forum and the access to industry experts who are known and trusted.

This annual event is unique to the industry and has had consistent growth year after year, due to its value to all stakeholders.

As well as leadership sessions of interest to all delegates, there are breakout sessions that focus on specific sectors of the industry, such as distribution and carriers.

The conference attracts:

- CIOs and senior IT managers
- senior underwriting and marketing managers
- broker principals
- operations managers
- technology officers
- claims service providers

For technology suppliers, this event offers an unparalleled opportunity to meet industry experts as well as key IT decision-makers in your target market. You can build new relationships, strengthen existing relations and participate in discussions at a very focused level. There are a variety of sponsorship opportunities available that address supplier needs and budgets.

Check the Insurance-Canada.ca website or the e-newsletter *Chronicle* for more information on the 2013 conference, including theme, agenda and information on past conferences. Information on sponsor opportunities is available through the Insurance-Canada.ca sales team.

Book your calendars now for ICTC 2013, to be held March 18th and 19th, 2013 at Sheraton Centre Toronto



As computer and communications technologies evolve at increasingly faster rates, so too do the innovative uses of these technologies by stakeholders in the insurance industry.

The Insurance Canada.ca Technology Awards (ICTAs) celebrate technologies that have a significant business impact on the industry. The awards are presented at the annual ICTC conference.

Deadline for nominations is late fall, 2012.

Book your calendar now for 2013 ICTA Awards Luncheon, to be held Monday March 18th, 2013 at Sheraton Centre Toronto

Award Categories:

For the P&C insurance sector, awards are given in three categories:

Insurers – companies licensed to underwrite business in Canada.

Distributors – companies licensed in Canada to distribute insurance underwritten by one or more insurers in Canada.

Suppliers – companies that supply insurance services to insurers and/or distributors in Canada.

For more information on the nomination process and award criteria, please visit Insurance-Canada.ca.

Contact Personnel

Doug Grant

Principal

doug.grant@insurance-canada.ca

416-921-7756

Kathryn Bertsch

Business Development

kathryn.bertsch@insurance-canada.ca

416-244-4361



Insurance-Canada.ca