ABOUT US
Since 1995, Insurance-Canada.ca has built a reputation as the leading source of insurance information in Canada. 

*Insurance-Canada.ca is a privately held company, not affiliated with any insurance provider or vendor.*

**Insurance-Canada.ca is a valuable one-stop information hub for Canadian insurance consumers and industry professionals.**

INDUSTRY PROFESSIONALS
Insurance-Canada.ca is recognized as a trusted provider and reliable source of thought-leading content about technology and the business of insurance in Canada. Insurance professionals rely on the independent and impartial information provided through:

- NEWS & BLOG POSTS
- WEBINARS & WHITEPAPERS
- INDUSTRY SURVEYS & RESEARCH
- IN-PERSON EVENTS (See p.6)
- CHRONICLE NEWSLETTER (See p.4)

Information and profiles of providers in areas including:

- DISTRIBUTION
- POLICY MANAGEMENT
- CLAIMS
- TECHNOLOGY
- TELEMATICS
- CYBER RISK
- HR & JOBS

INSURANCE CONSUMERS
Insurance-Canada.ca helps Canadian consumers make educated decisions before buying insurance:

- AUTO
- HOME & PROPERTY
- TRAVEL
- HEALTH
- BUSINESS
- LIFE
- SPORT

Through the following:

- DIRECTORIES OF PROVIDERS
- CONSUMER ADVICE
- MONEY-SAVING TIPS
- GENERAL INSURANCE NEWS
CONTENT FOR INSURANCE PROFESSIONALS

Top insurance professionals rely on Insurance-Canada.ca as their go-to resource for industry information and education. Insurance-Canada.ca offers valuable content in various formats, from digital publishing to in-person events.

NEWS

The Chronicle e-newsletter is delivered weekly to an audience of more than 3,000 insurance industry subscribers.

THOUGHT LEADERSHIP

The Intersection blog publishes weekly thought-provoking content on the future of technology in insurance.

CONFERENCES & EVENTS

Our major annual events for insurance professionals include the Insurance-Canada.ca Executive Forum (ICEF); the Insurance-Canada.ca Technology Conference (ICTC), a multi-day event featuring topical streams and an exhibit hall; and the Insurance-Canada.ca Technology Awards (ICTAs), presented annually during the Technology Conference. Sponsorship opportunities are available.

WEBINARS

Insurance-Canada.ca plans, promotes and executes educational, thought leadership and product-focused webinars with or on behalf of industry partners.

RESEARCH

We can help you execute both quick surveys and complex, long-term studies.
INSURANCE-CANADA.CA EVENT CALENDAR

TECHNOLOGY CONFERENCE
ICTC2019: “A New Insurance Order”
Feb. 26-27, 2019
Beanfield Centre, Exhibition Place, Toronto

Three forces are driving a new insurance order. First, modern core systems enable digital transformation. Second, digital services create new customer experiences, increasing client satisfaction. Third, InsurTechs – supporting insurers and brokers – are innovating new products and services, facilitating greater engagement and other improvements.

ICTC2020, our 18th annual Insurance-Canada.ca Technology Conference, will take place Feb. 25-26, 2020, in Toronto.

TECHNOLOGY AWARDS
10th Annual Awards Ceremony
Feb. 27, 2019
Beanfield Centre, Exhibition Place, Toronto

The Insurance-Canada Technology Awards – or “ICTAs” – highlight and celebrate the use of technologies that positively impact the insurance industry. These prestigious awards have been presented annually since 2010. The ICTAs will next be presented at our 17th annual Technology Conference in February 2019.

The ICTA nomination process begins in August. Visit www.insurance-canada.ca/icta for complete details.

EXECUTIVE FORUM
ICEF2019: “Insurance in the Platform Economy”
Wednesday, August 28, 2019
St. James Cathedral Centre, Toronto

Insurers are facing unprecedented challenges to meet consumers’ needs and preferences, even as technology innovation continuously creates new products and services. Insurance providers – new entrants and incumbents alike – are trying new approaches across all aspects of their business. ICEF2019 will bring together industry thought leaders, insurance pioneers who are taking advantage of new models and platforms, and solution providers with products and services to help you move ahead.
### MONTHLY WEBSITE STATISTICS

- **Page Views**: 41,000
- **Sessions**: 11,487
- **Users**: 9,000

### DISPLAY RATES

Annual rates are shown below by section & ad type. For shorter term programs, contact sales@insurance-canada.ca.

<table>
<thead>
<tr>
<th>AD LOCATION</th>
<th>LEADERBOARD</th>
<th>BIG BOX</th>
<th>RECTANGLE</th>
<th>BUTTON AD &amp; LISTING¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Consumer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Information</td>
<td>$750</td>
<td>$1,000</td>
<td>$500</td>
<td>n/a</td>
</tr>
<tr>
<td>Auto or Property Insurance</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Other Types of Insurance (each)</td>
<td>$750</td>
<td>$1,000</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Professional</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry Information²</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
<tr>
<td>Distribution, Claims or Technology</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Other Lines of Business (each)</td>
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<td>$1,000</td>
<td>$500</td>
<td>$500</td>
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<tr>
<td>Annual Events³</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Executive Forum</td>
<td>$1,500</td>
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<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Technology Conference</td>
<td>$1,500</td>
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<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Technology Awards</td>
<td>$1,500</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### NOTES:

1. Multiple Button Ad and Listing packages: $250 for each additional ad & listing.
2. Ads displayed in the Industry Information section also appear in professional-oriented areas including the Chronicle newsletter archive, Events & Announcements page, and the Intersection blog (with the exception that Rectangle Ads do not appear on blog pages).
3. Leaderboard ads in each of the three event sections are only available to sponsors of the respective event.
**Chronicle Newsletter Advertising Rates**

The *Chronicle* email newsletter is delivered weekly to an audience of more than 3,000 insurance industry subscribers.

<table>
<thead>
<tr>
<th>AD SIZE:</th>
<th>2-PACK</th>
<th>4-PACK</th>
<th>8-PACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Ad *</td>
<td>$750</td>
<td>$1,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Big Box Ad †</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

* A newsletter Text Ad may contain up to 75 words of text and a logo. The text can contain hyperlinks, for example to the product(s) or service(s) featured in the advertisement and/or to your company homepage. The graphic, if included, should conform to the dimensions of a Button Ad † and for broad email compatibility should be static, not dynamic (animated).

† See p.8 for ad specifications

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**Chronicle Newsletter Stats**

The *Chronicle* publishes every Tuesday. Visit [www.insurance-canada.ca/chronicle](http://www.insurance-canada.ca/chronicle) to subscribe for free.

**Audience by Type of Company**

- **40%** Broker
- **5%** Consultant
- **10%** Other
- **16%** IT Supplier
- **29%** Insurer

**Audience by Industry Sector**

- **69%** Property & Casualty
- **19%** Both Life and P&C
- **5%** Life
- **7%** Other

**Newsletter Performance**

- **18.2%** Average Open Rate
- **13.1%** Average Click to Open Rate

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*advertising@insurance-canada.ca  437-222-4222  www.insurance-canada.ca/marketing/*
OTHER MARKETING OPPORTUNITIES

CUSTOMIZED EMAIL CAMPAIGNS
Insurance-Canada.ca assists clients in the design and delivery of custom email campaigns, distributed directly to thousands of subscribers – who can be segmented according to your needs. This direct-response tool drives traffic to your website for special promotions, product launches or announcements. Cost: $1,250 each; or a package of 3 eblasts for $2,500.

THE INTERSECTION BLOG POSTS
Opportunities to submit guest posts to the Intersection blog are offered exclusively to our clients. To discuss contributing a post to the Intersection, please email sales@insurance-canada.ca. Cost: $750 per blog post.

SURVEYS
Insurance-Canada.ca conducts online surveys throughout the year. Sponsorship opportunities are available for these surveys. As a sponsor, your logo will appear on all promotional materials, including promotional emails and webpages related to the survey. Cost: $1,250 per survey.

We also assist organizations in conducting proprietary surveys. Cost is determined based on the scope of the project, with a base price of $2,000.

WEBINARS
Insurance-Canada.ca frequently conducts and publicizes industry webinars. By sponsoring a webinar, your logo will appear on all related promotional materials, including promotional emails and webpages about the event. Cost: $1,250 per webinar.

We also assist our clients in producing proprietary webinars through our platform. Cost is determined based on the scope of the project, with a base price of $5,000.
BANNER ADVERTISEMENT SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>DIMENSIONS (WIDTH × HEIGHT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard banner</td>
<td>728 × 90 pixels</td>
</tr>
<tr>
<td>Big Box ad</td>
<td>300 × 250 pixels</td>
</tr>
<tr>
<td>Rectangle ad</td>
<td>180 × 150 pixels</td>
</tr>
<tr>
<td>Button ad</td>
<td>160 × 125 pixels</td>
</tr>
</tbody>
</table>

All ads should be submitted in JPG or GIF format. File size should be no larger than 40KB. For maximum compatibility and accessibility, we recommend against using animated images in emails, as some recipients will see only the first frame, depending on their email client and security settings.

BUTTON AD & LISTING PACKAGE SPECIFICATIONS

› Your company name
› Button Ad – see specifications above.
› Link to take readers to your target page
› Link to your “contact us” page on your site
› City of your head office, or Canadian head office, and if you wish to list up to three other offices in Canada, or add a phrase such as “Six Offices across Canada”
› Where in Canada you offer your services: such as “Serving all of Canada” or “Serving B.C. and the prairie provinces” or “Serving southwestern Ontario”
› A short description of your main service(s) (7-10 words), or up to four or five product or service names (2-3 words each), with optional links to descriptions on your site
› A description of your company, products, services, etc. – your “sales pitch” – up to 150 words
OUR TEAM

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Partner
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MICHELINA DSOUZA
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CONTACT US

To discuss any sponsorship or advertising opportunities with Insurance-Canada.ca, please contact your sales representative or call us at

437-222-4222