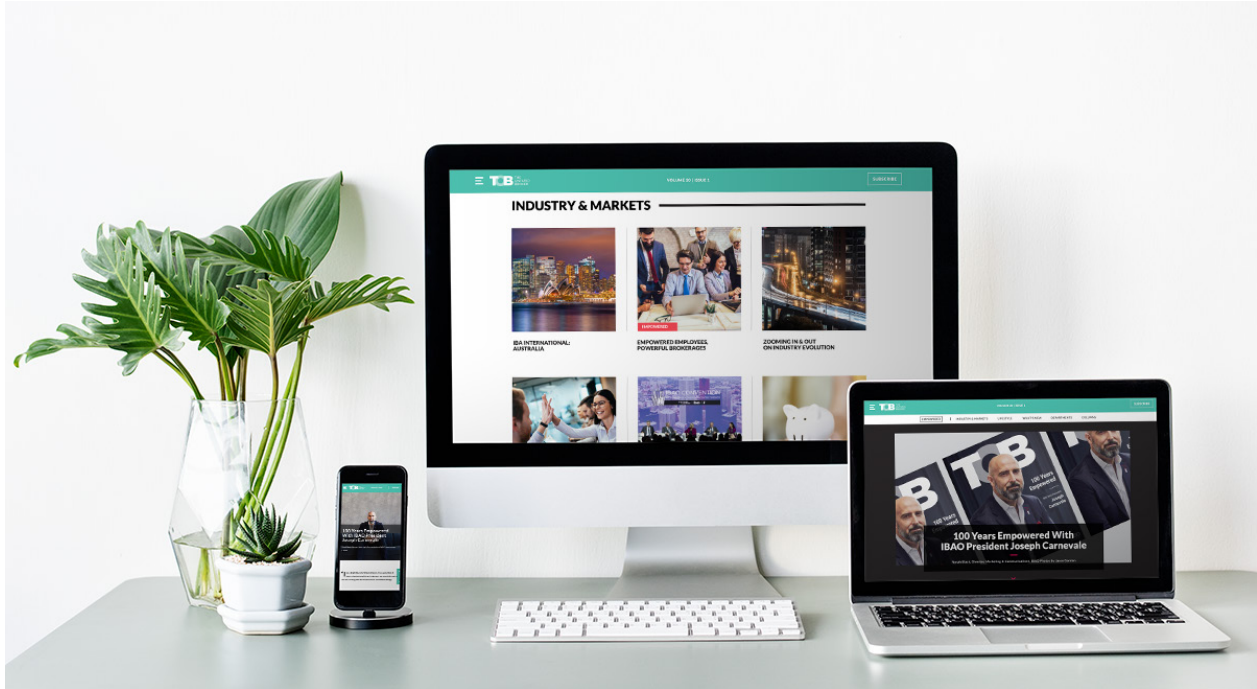


# ADVERTISING OPPORTUNITIES



**14,500+**

DIGITAL DISTRIBUTION

**6,500+**

PRINT DISTRIBUTION

**89,000+**

UNIQUE VISITORS TO  
WWW.IBAO.ORG

## IBAO SOCIAL MEDIA

**7,865+**

LINKEDIN  
FOLLOWERS

**4,650+**

TWITTER  
FOLLOWERS

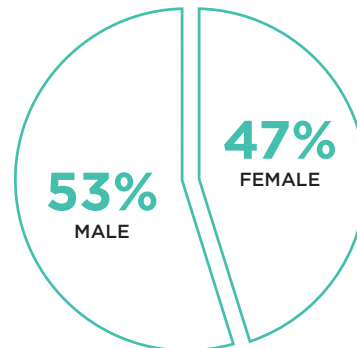
**2,325**

FACEBOOK  
FOLLOWERS

**1,085+**

INSTAGRAM  
FOLLOWERS

## IBAO MEMBER BROKERS



**53%**  
(50-65 YRS)

**26%**  
(35-49 YRS)

**14%**  
(66+ YRS)

**7%**  
(20-34 YRS)

# 2020 EDITORIAL CALENDAR



ISSUE	EDITORIAL THEME	AD CLOSE	RELEASE
Volume 20 Issue 1	Empowerment	02/03	February 2020
Volume 20 Issue 2	Change	05/08	May 2020
Volume 20 Issue 3	Marketing	07/03	July 2020
Volume 20 Issue 4	Next Gen	08/07	August 2020
Volume 20 Issue 5	100 Years/Double Issue	09/25	October 2020
Volume 20 Issue 6	Giving Back	11/27	December 2020

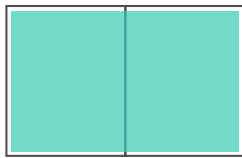
# PRINT ADVERTISING

SAVE 28%

FULL-COLOUR RATES	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES	5 ISSUES	6 ISSUES
Double Page Spread	\$9,820	\$9,260	\$8,700	\$8,140	\$7,580	\$7,020
Full Page Outside Back Cover	\$7,050	\$6,640	\$6,240	\$5,840	\$5,440	\$5,040
Full Page Inside Front or Inside Back Cover	\$6,320	\$5,960	\$5,600	\$5,240	\$4,880	\$4,520
Full Page	\$5,610	\$5,290	\$4,970	\$4,650	\$4,330	\$4,010
1/2 Page	\$3,550	\$3,340	\$3,140	\$2,940	\$2,740	\$2,540
1/3 Page	\$2,670	\$2,510	\$2,360	\$2,210	\$2,060	\$1,910
1/4 Page	\$2,050	\$1,950	\$1,830	\$1,710	\$1,590	\$1,470

HST INCLUDED IN ALL LISTED RATES

## PRINT ADVERTISING SPECIFICATIONS



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



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



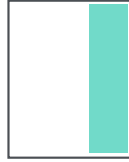
**1/2 PAGE HORIZONTAL**  
7" x 4.583"  
(Bleed not required)



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



**1/3 PAGE SQUARE**  
4.583" x 4.583"  
(Bleed not required)



**1/3 PAGE VERTICAL**  
2.166" x 9.5"  
(Bleed not required)



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



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

## RECOMMENDED SPECIFICATIONS

- Images 300 dpi at 100% for print
- Images/graphics should not use any form of compression
- CMYK format
- Bleed must extend 1/8" on each side
- Place live area 1/2" in from the trim size
- NOTE: Double Page Spread ads will lose a minimum of 1/2" of image in the middle due to perfect binding. We recommend leaving a 1" wide live area down the middle of these ads.

# DIGITAL ADVERTISING

NEW FOR SPRING 2020

AD TYPE	EXPOSURE	DESCRIPTION	PER ISSUE *	GRAPHIC DESIGN SERVICE
Home Page Takeover	Highest Exposure	Full Home Page Coverage Parallax Scroll	\$1905	\$375
Feature Page Takeover	Highest Exposure	Full Feature Page Coverage Parallax Scroll	\$1685	\$375
Half Page	High Exposure	Maximum 1 Per Page Parallax Scroll	\$645	\$200
Medium Rectangle	High-Medium Exposure	Maximum 1 Per Page Parallax Scroll	\$425	\$125
Large Leader Board	High-Medium Exposure	Maximum 1 Per Page Static	\$395	\$150
Leader Board	Medium Exposure	Maximum 1 Per Page Static	\$315	\$100

\* 5% DISCOUNT FOR ADDITIONAL AD PER ISSUE  
HST INCLUDED IN ALL LISTED RATES

## RECOMMENDED SPECIFICATIONS

- PNG, JPEG, GIF
- No flash
- Resolution 72 dpi
- Maximum 20 words per ad
- Maximum file size 15 MB, 15 seconds max

## 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
- 25% premium for animation

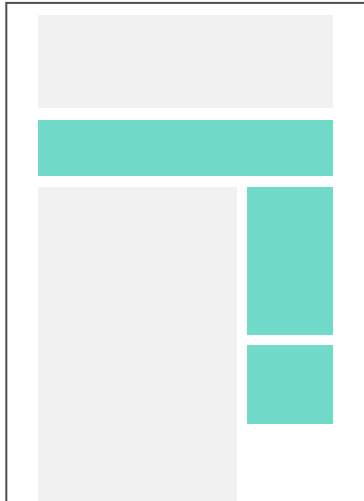


# DIGITAL ADVERTISING

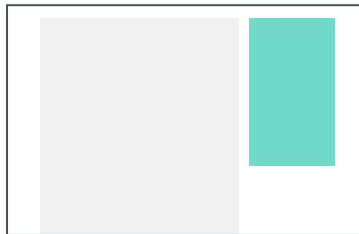
NEW FOR SPRING 2020

## DIGITAL ADVERTISING SPECIFICATIONS

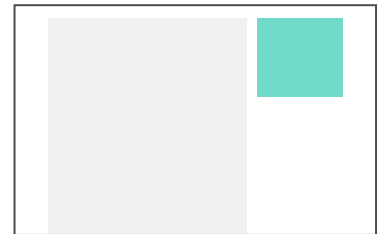
### HIGHEST EXPOSURE | PAGE TAKEOVER



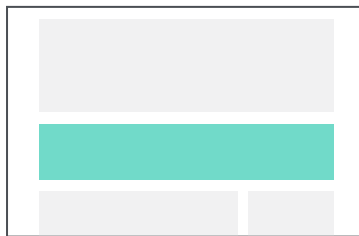
1 HALF PAGE  
1 LARGE LEADER BOARD  
1 MEDIUM RECTANGLE  
HOME PAGE OR FEATURE PAGE ONLY



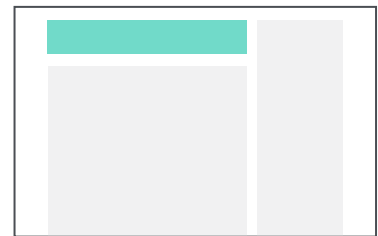
HALF PAGE  
300w x 600h pixels



MEDIUM RECTANGLE  
300w x 250h pixels



LARGE LEADER BOARD  
970w x 150h pixels



LEADER BOARD  
728w x 90h pixels

- All ads include link
- All ads fully responsive—included in desktop, mobile and tablet view
- Mobile and tablet views may differ
- Ad placements limited per page

## CONTACT

### ADVERTISING & SUBSCRIPTION

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#### SAMANTHA CHANG

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