

THE
bc mortgage
broker

E T H I C A L • P R O F E S S I O N A L • E D U C A T I O N A L



MEDIA
KIT
2012

THE BC MORTGAGE BROKER MAGAZINE

The B.C. Mortgage Broker Magazine is a communication vehicle for MBABC members. It is published quarterly and gives each advertiser the opportunity to be seen as an industry leader with their product or service. The magazine is also promoted throughout the year to new member prospects and at the annual MBABC Tradeshow and other events.

- 10% added if requesting specific placement (waived when prebooking 4X)



**RECEIVE A
20% Discount***

on your online advertising when you book one full year of print advertising in The BC Mortgage Broker.

*Offer valid upon authorized contract signature.

ONLINE MEMBER DIRECTORY

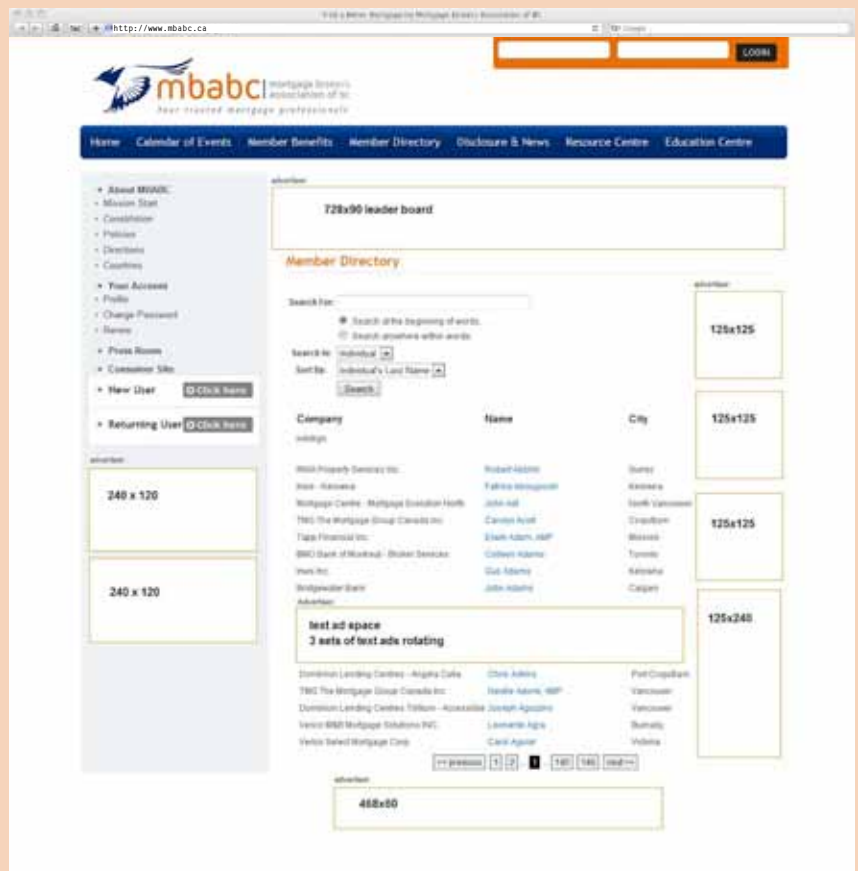
The MBABC publishes an Online Member Directory for MBABC members. It is updated regularly and gives all advertisers the opportunity to be seen as an industry leader with their product or service.

DESCRIPTION	PIXEL SIZE	ANNUAL RATE
Leader Board** (under main menu)	728 x 90	\$ 1050
Left Vertical Menu* (2 places)	240 x 120	\$ 825
Square Button* (3 x right vertical)	125 x 125	\$ 775
Footer* (bottom)	468 x 60	\$ 450
Text Ads (25-30 char. max./line) 4 lines (inserted in Directory)		\$ 330

** Refresh frequency has a maximum capacity of two advertisers

* Refresh frequency has a maximum capacity of three advertisers

All online advertisements must come in .jpeg, .png or .gif format with an associated URL. GIF's can be animated but must remain under 50KB. Your online ad links to your site through the URL provided and gives you complete control to edit/update the content of the complete ad. Your ad may be updated maximum once per month.



CREATIVE SERVICES

Niche Media provides complete ad design and production services. These services are available for an additional charge of \$75/hour. Advertisers assume responsibility for proofing and accuracy of information on ads.

PRINT SPECIFICATIONS & RATES

THE BC MORTGAGE BROKER MAGAZINE ADVERTISING

Rates include 4 colour process:

	1x	4x
2 page spread	\$ 2700	\$ 2700
FP	\$ 1575	\$ 1500
1/2	\$ 785	\$ 750
1/3	\$ 575	\$ 560
1/4	\$ 450	\$ 425

Covers:

IFC:	\$ 1790	\$ 1700
IBC:	\$ 1790	\$ 1700
OBC:	\$ 2000	\$ 1900

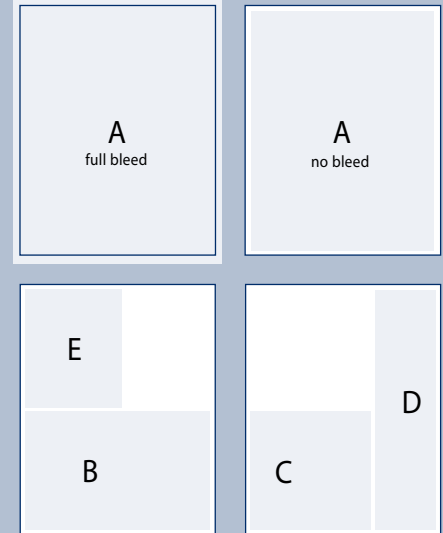
Cover Wrap: \$ 1795 \$ 1795

The BC Mortgage Broker is trimmed to:
8 3/8" wide x 10 3/4" high
Live area: 7 3/8" x 9 3/4" (1/2" inside trim)

A	Full Page (with 1/4" bleed) 8.625" X 11"
	Full Page 7.25"w X 9.58"h
B	1/2 (horz) 7.25"w X 4.71"h
C	1/3 (sq) 4.78"w X 4.71"h
D	1/3 (vert) 2.31"w X 9.58"h
E	1/4 (vert) 3.55"w X 4.71"h
F	Cover wrap: 8.5" X 3.5", folded to 4.25" X 3.5"

ISSUE DATES

	Submission Deadline	Circulation
Winter	January 7, 2012	February
Spring	April 11, 2012	May
Summer	July 11, 2012	August
Fall	October 10, 1012	November
Directory	Open	



GENERAL CONDITIONS & POLICIES

All advertising is subject to Publisher's approval and agreement by the Advertiser and the Advertising Agency to indemnify and protect the publisher and its agents from and against any claims, loss, liability or expense, including any legal fees arising out of publication of such advertisement. Cancellations are not accepted after space deadlines. Covers may not be cancelled. Payment should be made with order or at closing date unless credit terms have been arranged. Accounts past 30 days are subject to interest charges of 2% per month.

TECHNICAL REQUIREMENTS

Please provide PDFs of your final artwork, press optimized in CMYK colour, with all fonts embedded. We accept files created with Adobe InDesign, Illustrator and Photoshop – include all fonts and linked images for the ad file. Photos, graphics and other bitmap based graphics should be saved in uncompressed TIFF or EPS Format.

Resolution must be 300 DPI at full size. Logos and other vector-based graphics should be in EPS format or AI format and have all text converted to curves. Fonts must be True Type or Postscript Type 1 Mac compatible. Ad dimensions must be sized exactly to the ad size booked. Publisher/designer accepts no responsibility for possible errors due to RIP when files have not been saved as above.

DEADLINES

Published at the beginning of every third month, the BC Mortgage Broker is distributed across British Columbia.

Ads may be emailed to: accounting@mbabc.ca

Subject line must include name of publication, the issue the ad is to go in, name of the advertiser and size of ad.

Example: MBABC Broker Mag/Mar 2010/Big White/full page+bleeds

CIRCULATION

Print run of 15,000.

1600 issues addressed and mailed to all MBABC Members four times annually.

3400 addressed and mailed to all FICOM Members four times annually.

Please contact Editors and Chairs Communications Magazine/Directory to reserve space (see below).

Rates are in Canadian funds. Taxes are additional.

Production charges are extra where applicable.

The MBABC can not be held responsible for time sensitive ads as print schedules vary and are beyond our control.

CONTACT INFORMATION

Publisher: **CRAIG BROWN**
craig@nichemedia.ca

Editor: **JESSICA FACINI**
604.408.9989
jfacini@mbabc.ca

Magazine: **DEB WHITE**
250.545.2202
f: 250.549.7283
deb.w@telus.net

HOLLY MACPHAIL

604.630.3625
c: 604.349.6898
holly.macphail@mcp.com

Billing: **DEBRA HILLER**
604.408.9989
accounting@mbabc.ca

Website: **www.mbabc.ca**



MORTGAGE BROKERS ASSOCIATION OF BRITISH COLUMBIA

Suite 404 - 999 Canada Place, Vancouver, BC V6C 3E2

Member Line: 604.408.9989 Toll Free: 877.371.2916

Fax: 604.608.0977 Toll Free: 866.557.0977

Website: www.mbabc.ca Email: director@mbabc.ca

2012 ADVERTISING INSERTION ORDER

This agreement is between Mortgage Brokers Association of BC and:

Name: _____

Address: _____

City: _____ Postal Code: _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

Advertisement submissions are due on the Friday closest to the 5th of the month prior to the circulation month.

It is the sole responsibility of your company to arrange for any changes in your advertisement prior to print.

ISSUE	SUBMISSION DEADLINE*	CIRCULATION
Winter	Jan 7, 2012	February
Spring	April 11, 2012	May
Summer	July 11, 2012	August
Fall	October 10, 2012	November
Online Directory	Open	Continuous

* Upon Contract

ADVERTISING ISSUE AND SIZE (REFER TO FOLLOWING PAGE):

Winter Issue Size: _____

Spring Issue Size: _____

Summer Issue Size: _____

Fall Issue Size: _____

Online Directory Size: _____

Please mail cheque payable to MBABC or Credit Card Payment

Visa / MasterCard Number: _____ Exp. Date: _____

Name on Card: _____ Contact Person: _____

Signature: _____ Date: _____

If you have any questions, comments or article suggestions, please contact:

DEBRA HILLER

Phone: 604.408.9989

Fax: 604.608.0977

accounting@mbabc.ca