

COMMUNITY ACTION ON HOMELESSNESS



SECOND EDITION OF OUR PUBLICATION

BUILDING
community
Everyone deserves a great neighbourhood.

NOVA SCOTIA 2008
Published by
**Community Action
on Homelessness**

ADVERTISING: **Rates & Technical Specifications 2008**

May 2008

ADVERTISING: Rates & Technical Specifications

Building Community is the publication that CAH created for Halifax Housing Week last year. It contained the schedule and descriptions of the entire week's events, and it also highlighted some great new housing projects in HRM that address the need for affordable or supportive housing. A 22-page publication, it was delivered to almost 50,000 HRM households along with *The Chronicle Herald*.

Last year, CAH and other organizations received many calls, donations, and volunteer interest due to the exposure that *Building Community* gave them!



This is how we know that our publication has added to the growing public awareness and increasing media attention that homelessness and affordable housing are attracting, especially in tandem with the *HRM by Design* public meetings that have brought many related community issues into the public eye over the past couple of years. Our timing couldn't have been better for establishing Halifax Housing Week in 2006!

So we're doing it again, and we think the public's response to *Building Community* will be even greater this year, which means that your organization can count on the exposure that the publication offers. The general coverage that Halifax Housing Week garners through its various events and speakers - all of whom put voice to the issues you and your partner organizations represent - also grows each year, and your presence within this community is a valuable part of the success we are seeing.

The publication will be distributed one week prior to and during the annual CAH Halifax Housing Week, and we hope that you or your organization will again purchase an ad in *Building Community* - to support and profile your partnership in the cause of housing for our communities. In recognition of that partnership, we offer you complimentary professional design and editing services, as well as full colour technical support.

The layout of ads has already been organized, so contact us early for choice page options. Please contact Laurie at your earliest convenience!

Email: info@cahhalifax.org or phone: 420-2186

With kind regards,



Claudia Jahn
Program Director
(902) 420-6026, cjahn@cahhalifax.org

RATES & TECHNICAL SPECIFICATIONS

THE PUBLICATION

- a 22-page **full colour** newsprint tabloid

DISTRIBUTION

- approximately 50,000 copies
- via The Chronicle Herald and newsstands in HRM
- available at all Halifax Housing Week events

TARGET DISTRIBUTION DATE

- week of November 10th to 15th, 2008



TECHNICAL INFO:

- ~ files should be PC based, 300dpi and in TIF, JPG or PDF format, with no bleed
- ~ test should be converted
- ~ all ads are in full colour process

THE RATES

This year, all prices include HST

See attached Ad Specs for dimensions.

full page	\$1,350.00
half page	\$ 750.00
third page vertical	\$ 475.00
quarter page	\$ 450.00
quarter page long	\$ 450.00
business card	\$ 100.00

BOOK YOUR AD SOON!

BUILDING COMMUNITY Ad Sizes

