

# PUBLICATIONS

OPPORTUNITIES FOR EXPOSURE

**Business Voice** - Published 11 times a year for members of the Halifax Chamber of Commerce and Halifax's business community. It is the main communication vehicle for members, containing information and updates on all areas of the Chamber's work. The magazine has a print run of 4,000 copies with an estimated readership of 26,000.

**New & Noted** - Within the first six months of joining the Chamber, you can submit a 50-word company description to introduce yourself and your organization to the Business Voice readership. Member contact information for new Members runs automatically.

**Members in the News** - We want to hear what's happening in your business. Each month, you have the opportunity to share newsworthy developments in Business Voice. Submissions are 100 words and can include a high-resolution photo which may be included as space permits. These are news briefs, not advertisements.

- For New & Noted and Members in the News the deadline is the 15th of every month for the issue six weeks out

**Trends Articles and Blog Posts** - These regular editorials features are 500 - 600 words, and is a Member-to-Member forum for sharing information, expertise and advice on trends in your industry with peers and fellow Members. They should be a high-level look at trends in a specific industry, or on a specific business issue.

*Tips: Submissions longer than 600 words will be trimmed as necessary.*

*Include your name, company and contact information. All submissions are bylined, and run with a brief bio explaining who you are and how readers can contact you - for example: "Melissa MacDonald is the Communications Specialist at the Halifax Chamber of Commerce - melissa@halifaxchamber.com"*

- Submission should be written in a conversational, engaging style
- Submissions cannot promote any one business, product or service
- Avoid references to specific businesses
- Publication is at the editor's discretion

**Social Media** - The Chamber is active on Twitter, Facebook, LinkedIn and Instagram. We post about events, policy updates and news from the Chamber. We have nearly 11,000 followers on Twitter and are growing our reach on all channels daily! Do you have an event you'd like to promote, or news to share?

Send us a note on one of our Social Media channels and we'll share it with our followers.



@halifaxchamber



Halifax Chamber of Commerce



growhalifax

# ADVERTISING

## **Business Voice**

Exclusive Benefit for New Members | Buy One - Get One!

When a new Member (within six months of joining) buys an ad in Business Voice, you get one in an upcoming issue for free!

*The Chronicle Herald* will design your ad at no additional cost.

To advertise in Business Voice, contact:

Victoria MacDougall

Account Executive, Custom Publishing

The Chronicle Herald

(902) 426-2811 x2829

[vmacdougall@herald.ca](mailto:vmacdougall@herald.ca)

## **Chamber Bulletin**

Our weekly electronic newsletter, has three horizontal advertising opportunities. It goes out every Wednesday to +3,000 subscribers. Brief and to the point, this publication gets to the heart of the matter without clogging in-boxes with unnecessary information.

To advertise in the Chamber Bulletin, contact:

Erin DiCarlo

Public Relations Coordinator

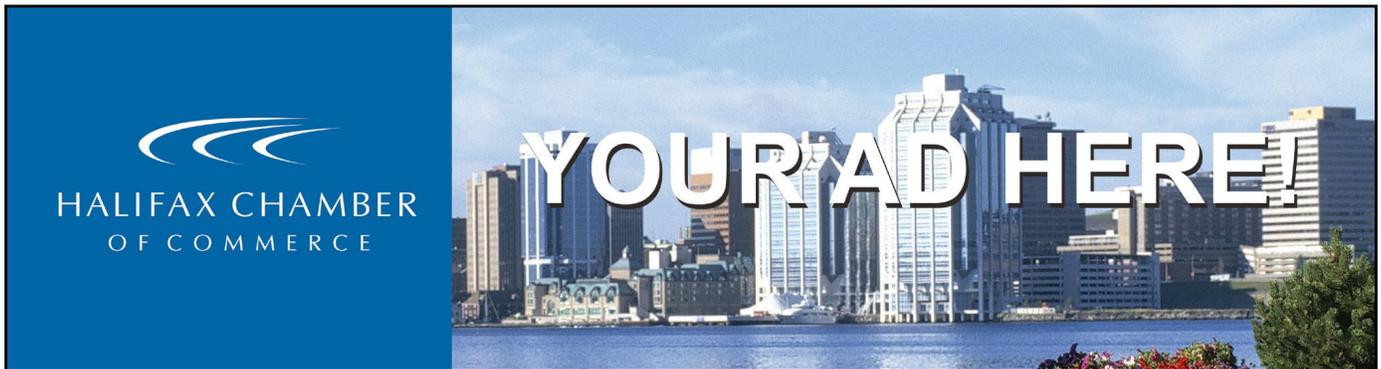
Halifax Chamber of Commerce

(902) 481-1239

[erin@halifaxchamber.com](mailto:erin@halifaxchamber.com)

Horizontal ads: \$150 + HST (Future Member \$300 + HST)

OR 3 for \$300 + HST (Future Member \$600 + HST)



**Example Chamber Bulletin Ad**

**600x160 pixels**