



# BUSINESS VOICE

HALIFAX'S BUSINESS MAGAZINE

Connecting Business To Businesses

The  
ChronicleHerald

## Welcome to the NEW Business Voice

Business Voice is the flagship publication of the Halifax Chamber of Commerce, with current stories about members, issues affecting the business community and updates on the Chamber's activities.

In partnership with The Chronicle Herald, we have the opportunity to expand your message beyond the pages of Atlantic Canada's most trusted news source. With each advertisement purchased in Business Voice, your investment comes included with additional monthly exposure in Business Voice's monthly section in The Chronicle Herald and a presence in the more prominently displayed Business on TheChronicleHerald.ca.

The Halifax Chamber of Commerce, your local voice for business, representing (1,600?) member businesses and (65,000?) employees, are pleased to bring this opportunity to your advertising needs.

### Business Voice Magazine

- Published 10 times annually with a print run of 4,000 copies.
- 3,000 mailed to Chamber members.
- 1,000 delivered by mail to other Halifax businesses.



### Business Voice Newspaper Section

- Published and inserted into the Metro edition of The Chronicle Herald monthly (the Tuesday, two weeks following the release of the magazine) and exposed to a potential 82,000 weekly readers.
- Content in the new Business Voice newspaper section will feature stories from that month's Business Voice plus other additional original content.



## BUSINESS VOICE

is truly a media network with an expanded multimedia platform:



### Business Voice Online

- TheChronicleHerald.ca/more/business-voice will host stories from Business Voice magazine each month and deliver to a potential audience of more than 309,000 weekly online readers.

## Bundle Rates:

Business Voice Magazine Unit	Business Voice Magazine Dimensions	1X	5X	10X	Online
1/6 Page 	Vertical: 2.25"wX4.87"h Horizontal: 4.75"wX2.37"h	\$665	\$599	\$532	40,000 roadblock impressions 15% discount \$1088
1/3 Page 	Vertical: 2.25"wX9.87"h Horizontal: 7.25"wX3"h Square: 4.75"wX4.87"h	\$1,018	\$916	\$814	
1/2 Page 	7.25"wX4.87"h	\$1,375	\$1,238	\$1,100	
2/3 Page 	4.75"wX9.87"h	\$1,623	\$1,460	\$1,298	40,000 roadblock impressions 20% discount \$1024
Full Page 	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h Non-bleed Ad Size: 7.25"wX9.87"h	\$1,953	\$1,757	\$1,562	
Inside Covers	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h Non-bleed: 7.25"wX9.87"h	\$2,585	\$2,327	\$2,068	40,000 roadblock impressions 30% discount \$896
Outside Back Cover	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h	\$2,888	\$2,599	\$2,310	
Double Page Spread 	Ad Size: 17"wX11"h Bleed: 17.5w"X11.5"h	\$3,344	\$3,010	\$2,675	

## Print to SEO

This allows your newspaper print ad to be converted into additional exposure on online search engines as each ad is digitized and backed by the power of TheChronicleHerald.ca. A **\$20 Print to SEO charge** will be added and invoiced at the time of your newspaper insertion.

## Ask about added exposure opportunities:

**Business Insider** – is a Monday to Friday evening e-newsletter that contains tomorrow's business headlines. Our premium business content reaches a devoted readership from across the province. Reaching more than 5,800 daily subscribers, Business Insider is a unique advertising opportunity that targets a qualified business audience.

**TheChronicleHerald.ca/Business** – Target your message online to high income professionals and business influencers who visit the site regularly for Nova Scotia business news and take advantage of 14 million monthly users (more than 200,000 monthly users of the business section).

**The Chronicle Herald print campaign** – Align with The Chronicle Herald's daily business section or one of our custom content topics planned for 2019.

**Note:** Artwork supplied for print in Business Voice magazine can be used across all platforms: magazine, newspaper and all digital components, no need to be supplied multiple times.



## 2019 Custom Content Feature Schedule

Custom content provides an editorial environment that speaks directly to key clients. All custom content ads come with an equivalent page size to feature content about your brand (half or full page only).

### January

- Workplace wellness
- Entrepreneurship

### February / Outlook 2019

- Meetings and conventions
- Real Estate

### March

- Travel and Tourism
- Construction and development

### April

- Beer, wine and spirits
- Financial services

### May

- Golfing getaways
- Legal Services

### June

- Franchising Opportunities
- Human Resource Management

### July / August

- Leaving a Legacy
- Education

### September

- Training and Professional Development
- Office and Workplace Solutions

### October

- Small Business Week
- Shipping, distribution and transportation

### November

- Sales and marketing
- Holiday gift guide

### December

- IT, communication solutions and technology
- Energy and green solutions

**Note:** Ads within custom content sections must be booked one week in advance of the published ad booking deadline.

## 2019 Booking Dates:

	<b>JAN</b>	<b>Feb/Outlook</b>
<b>Ad Booking:</b>	Nov 16	Dec 28
<b>Material:</b>	Nov 23	Jan 2
<b>Publication Date:</b>	Jan 1	Feb 1
	<b>Mar</b>	<b>Apr</b>
<b>Ad Booking:</b>	Jan 25	Feb 22
<b>Material:</b>	Jan 29	Feb 26
<b>Publication Date:</b>	Mar 1	Apr 1
	<b>May</b>	<b>June</b>
<b>Ad Booking:</b>	Mar 22	Apr 26
<b>Material:</b>	Mar 26	Apr 30
<b>Publication Date:</b>	May 1	June 3
	<b>Jul/Aug</b>	<b>Sept</b>
<b>Ad Booking:</b>	May 24	Jul 26
<b>Material:</b>	May 28	July 30
<b>Publication Date:</b>	July 2	Sept 3
	<b>Oct</b>	<b>Nov</b>
<b>Ad Booking:</b>	Aug 23	Sept 27
<b>Material:</b>	Aug 27	Oct 1
<b>Publication Date:</b>	Oct 1	Nov 1
	<b>Dec</b>	
<b>Ad Booking:</b>	Oct 25	
<b>Material:</b>	Oct 29	
<b>Publication Date:</b>	Dec 2	

## Material Submissions:

Acceptable file format is PDF.

All files must be CMYK, 300 dpi and built to appropriate size. Files must be posted to our FTP site: <http://ftp.herald.ca>.

Production specification inquiries should be directed to

Dave MacNeil: 902.426.2811 ex1071 (dmacneil@herald.ca) or

Darren Saulnier: 902.426.2811 ex1073 (dsaulnier@herald.ca)

### For info or to reserve space, contact:

#### Sales inquiries

902-426-2811 ext. 1163

sales@herald.ca

