



# ON GUARD

2015/2016



## CFB Halifax Information and Shopping Directory

### OnGuard 2016

OnGuard is a full colour glossy perfect bound book and is considered a valuable tool for military members in daily life on base as well as with their families. Each annual publication includes interesting stories about the history of Halifax, local information, submissions from each unit associated with CFB Halifax and a handy advertiser's index to quickly locate companies which support military families. There are 9,000 copies of OnGuard printed annually in March, just in time for posting season, and distributed to every military member, DND and civilian employee on Base. It has become a valuable tool to everyone associated with the military and copies are requested all year long.



### ADVERTISING RATES 2016

AD SIZE	COST	
<b>Back Cover</b>		
Full Colour	<b>\$3,850</b>	
<b>Inside Cover (Full Page)</b>		
Full Colour	<b>\$3,200</b>	
<b>Inside Cover (Half Page)</b>		
Full Colour	<b>\$2,200</b>	
<b>Inside Cover (Quarter Page)</b>		
Full Colour	<b>\$1,450</b>	
<b>Inside Cover (Quarter page)</b>		
Full Colour	<b>\$1,450</b>	
<b>Full Page</b>		
Full Colour	<b>\$2,650</b>	
Spot Colour	<b>\$2,450</b>	
Black & White	<b>\$2,200</b>	
<b>Half Page</b>		
Full Colour	<b>\$1,650</b>	
Spot Colour	<b>\$1,450</b>	
Black & White	<b>\$1,200</b>	
<b>Quarter Page</b>		
Full Colour	<b>\$1,100</b>	
Spot Colour	<b>\$900</b>	
Black & White	<b>\$650</b>	
<b>HST not included</b>		

### Dates & Deadlines;

**AD BOOKING:** Friday, March 11 @ 1 p.m.,

**AD MATERIAL:** Tuesday, March 15 @ 3 p.m.

**PUBLICATION DATE:** April 18, 2016

For more information contact:

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