

# BUSINESS VOICE

HALIFAX CHAMBER OF COMMERCE



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. Now with each advertisement purchased in Business Voice, your investment comes included with additional monthly exposure in Business Voice's new monthly section in The Chronicle Herald and a presence in the more prominently displayed Business Voice digital flip book 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 4000 copies.
- 3,000 mailed to Chamber members.
- 1000 delivered by mail to other Halifax businesses.



\*CRA 2014

### 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 152,000 weekly readers\*.
- Content in the new Business Voice newspaper section will be edited versions of stories from that month's Business Voice plus other additional original content.





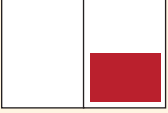
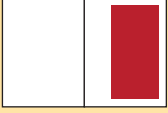


## BUSINESS VOICE

is now truly a media network with an expanded multimedia platform:

### Business Voice Online

- TheChronicleHerald.ca/BusinessVoice will host stories from Business Voice magazine each month and deliver to a potential audience of 261,000 weekly online readers\*.
- In addition, a flip book of the Business Voice magazine will be prominently displayed on the TheChronicleHerald.ca/Business.

### 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	\$666	\$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	\$1018	\$916	\$814	
1/2 Page 	7.25"wX4.87"h	\$1375	\$1238	\$1100	
2/3 Page 	4.75"wX9.87"h	\$1623	\$1460	\$1298	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	\$1953	\$1757	\$1562	
Inside Covers	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h Non-bleed: 7.25"wX9.87"h	\$2585	\$2327	\$2068	40,000 roadblock impressions
Outside Back Cover	Ad Size: 8.5"wX11"h Bleed: 9"wX11.5"h	\$2888	\$2599	\$2310	30% discount \$896
Double Page Spread 	Ad Size: 17"wX11"h Bleed: 17.5w"X11.5"h	\$3344	\$3010	\$2675	

### Print to SEO

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.

### Added Exposure:

**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 7,000 daily subscribers and with a 32% daily open rate, 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 1.2 million monthly users (175,000 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 2017.

**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.



## 2017 Custom Media Feature Schedule

Custom Media content provides an editorial environment that speaks directly to key clients. Plan your advertising calendar around content that makes your message more relevant.

### January

- Sales & marketing
- Workplace wellness

### March

- Meetings, conventions and hospitality
- Travel & tourism

### April

- Financial services
- Beer, wine & spirits

### May

- Golfing getaways
- Legal services

### June

- Commercial real estate
- Construction and development

### July/August

- Aerospace & defence
- Business bites

### September

- Training and professional development
- Human resource management

### October

- Energy, the environment and green solutions
- Small business week

### November

- Corporate charities
- Holiday gift solutions

### December

- IT, communications and technology
- Energy usage and supply

## Outlook 2017

Every year Business Voice sets aside the month of February for a special publication designed to help business owners prepare for the coming year. Outlook will highlight the key economic, social and technological trends shaping our province, and identify opportunities for growth and investment. Our 2017 Outlook cover story will focus on Grow HALIFAX. It's a Chamber of Commerce initiative that brings businesses closer to the resources they need to thrive, building on three pillars: Grow business, grow knowledge, and grow networks.

## 2017 Booking Dates:

<b>Ad Booking:</b>	<b>Jan/Feb</b> Nov 18	<b>Outlook</b> Dec 30
<b>Material:</b>	Nov 25	Jan 4
<b>Publication Date:</b>	Jan 3	Feb 1
<b>Ad Booking:</b>	<b>Mar</b> Jan 27	<b>Apr</b> Feb 24
<b>Material:</b>	Jan 31	Feb 28
<b>Publication Date:</b>	Mar 1	Apr 1
<b>Ad Booking:</b>	<b>May</b> Mar 24	<b>June</b> Apr 28
<b>Material:</b>	Mar 28	May 2
<b>Publication Date:</b>	May 1	June 1
<b>Ad Booking:</b>	<b>Jul/Aug</b> May 26	<b>Sept</b> Jul 28
<b>Material:</b>	May 30	Aug 1
<b>Publication Date:</b>	July 1	Sept 1
<b>Ad Booking:</b>	<b>Oct</b> Aug 25	<b>Nov</b> Sept 29
<b>Material:</b>	Aug 29	Oct 3
<b>Publication Date:</b>	Oct 1	Nov 1
<b>Ad Booking:</b>	<b>Dec</b> Oct 27	
<b>Material:</b>	Oct 31	
<b>Publication Date:</b>	Dec 1	

## 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)

