

# COMMUNITY ACTION ON HOMELESSNESS



3<sup>RD</sup> EDITION OF OUR PUBLICATION

**BUILDING**  
**community**  
Everyone deserves a great neighbourhood.

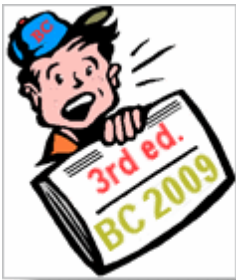
NOVA SCOTIA 2009  
Published by  
Community Action  
on Homelessness

**ADVERTISING**  
Rates & Technical Specifications 2009

June 2009

Greetings

**Community Action on Homelessness (CAH)** is very pleased to publish the third edition of **Building Community** prior to Halifax Housing Week in October 2009. The well received 24-page publication will be delivered to nearly 50,000 HRM households as an insert in the *Chronicle Herald*. It will feature local shelter and service providers, and introduce new housing projects that address the need for affordable or supportive housing along with a variety of articles on poverty and homelessness. Furthermore, it will contain the schedule and descriptions of the entire Housing Week's events.



The publication has added to the public awareness and increasing media attention that homelessness and affordable housing are attracting. 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 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, by email, [info@cahhalifax.org](mailto:info@cahhalifax.org) or phone 420-2186. Your content and artwork are not required before Friday, August 14<sup>th</sup>.

With kind regards,

A handwritten signature in black ink that reads 'Claudia Jahn'.

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

# RATES & TECHNICAL SPECIFICATIONS 2009

## THE PUBLICATION

- a 24-page **full colour** newsprint tabloid

## DISTRIBUTION

- approximately 50,000 copies via *The Chronicle Herald*, newsstands, at all Halifax Housing Week events and on the CAH website

## TARGET DISTRIBUTION DATE

- one week prior to Housing Week, October 2009



### TECHNICAL INFO:

- files should be PC based, 300dpi and in TIF, JPG or PDF format, with no bleed
- text should be converted

## THE RATES

**All prices include HST.**

See attached Advertising Specs for dimensions.

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