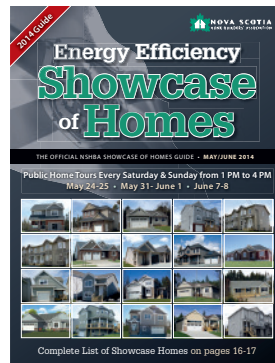


NH&R

New Homes & Renovations
2015 Series

The province's only consumer publication dedicated exclusively to promoting local home building, buying, renovating and designing in Nova Scotia.



Featuring all local Nova Scotian projects, businesses and content!

THE REAL HOME SHOW GUIDE • SPRING NH&R • SHOWCASE OF HOMES GUIDE • FALL NH&R

Four Annual Editions:

- The Real Home Show Guide February 21
- Spring New Homes & Renovations April 10
- Energy Efficient/R-2000 Showcase May 15
- Fall New Homes & Renovations October 2

Advertising Deadlines:

- Ad Booking: 3 weeks prior to distribution
- Ad Material: 2 weeks prior to distribution

Copies & Distribution:

70,000+ copies delivered across HRM and the Province to paid subscribers of The Chronicle Herald and as an exclusive insert to readers of Halifax Metro News.

Additional copies distributed to the public at various home improvement retailers and at all NSHBA events, including visitors of The Real Home Show, the Energy-Efficiency Showcase of Homes Tour and the New Home/Renovation Consumer Seminar series.

Online:

A digital flip-book is available for each printed edition, plus all articles, new monthly submissions, great contests and an advertiser directory with business profiles and ads are online at www.newhomesandrenovations.com

Exclusive Reduced Rates for NSHBA Members

(Plus Colour included in all rates!)

Refer to Rate sheet for further frequency discounts!

Magazine Format

AD SIZE	MEASUREMENTS (width x height)	PRICE PER INSERTION*	
		SINGLE INSERTION	NSHBA MEMBER 20% off*
Back Cover	8.25" x 10.875" (+1/4" all)	\$4330	\$3505
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Full Page (full bleed)	8.25" x 10.875" (+1/4" all)	\$3230	\$2615
2/3 Page Vertical	4.77" x 9.875"	\$2575	\$2080
1/2 Page Horizontal	7.25" x 4.8"	\$2052	\$1660
1/2 Page Block	4.77 x 7.25"	\$2052	\$1660
1/3 Page Vertical	2.29" x 9.875"	\$1396	\$1130
1/3 Page Horizontal	7.25" x 3.15"	\$1396	\$1130
1/3 Page Block	4.77" x 4.8"	\$1360	\$1100
1/5 Page Block	4.77" x 3.15"	\$890	\$720
1/6 Page Horizontal	4.77" x 2.3"	\$699	\$565
1/6 Page Vertical	2.29" x 4.8"	\$699	\$565
1/9 Page Vertical	2.29" x 3.15"	\$545	\$441
1/12 Page Block	2.29" x 2.3"	\$393	\$315

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*Shown NSHBA special rates based on "Three Insertion" discount + 10% additional discount (approx). See complete rate/size sheet for more information or further available discounts.

To reserve space or for more information please contact Jason Brachvogel at 902.430.6493 or jason@dattcom.ca

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New Homes
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2015 Series

www.newhomesandrenovations.com

Ad Sizes & Specs

All sizes are displayed as width by height

THE REAL HOME SHOW • SPRING NEW HOMES & RENOVATIONS • ENERGY EFFICIENCY SHOWCASE • FALL NEW HOMES & RENOVATIONS

Full Page (full bleed)	2/3 Page Vertical	1/3 Page Vertical	1/2 Page Horizontal	1/3 Page Horizontal	Double Banner Spread (full bleed)	
8.25" x 10.875" <i>(plus .25" bleed all sides)</i>	4.77" x 9.875"	2.29" x 9.875"	7.25" x 4.8"	7.25" x 3.15"	16.5 x 3.65" <i>(plus .25" bleed on sides and bottom)</i>	
1/2 Page Block	1/3 Page Block	1/5 Page Block	1/6 Page Horizontal	1/6 Page Vertical	1/9 Page Block	1/12 Page Block
4.77" x 7.25"	4.77" x 4.8"	4.77" x 3.15"	4.77" x 2.3"	2.29" x 4.8"	2.29" x 3.15"	2.29" x 2.3"

Rates & Discounts

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NSHBA Members
start at 3rd insertion rate plus take an additional 10% off!

AD SIZE	MEASUREMENTS <i>(width x height)</i>	PRICE PER INSERTION*			
		ONE	TWO	THREE	FOUR
	Discount:		5% off	10% off	15% Off
Back Cover	8.25" x 10.875" (+1/4" all)	\$4330	\$4115	\$3895	\$3680
Inside Covers	8.25" x 10.875" (+1/4" all)	\$3990	\$3790	\$3590	\$3390
Full Page (full bleed)	8.25" x 10.875" (+1/4" all)	\$3230	\$3070	\$2910	\$2745
2/3 Page Vertical	4.77" x 9.875"	\$2575	\$2450	\$2315	\$2190
1/2 Page Horizontal	7.25" x 4.8"	\$2052	\$1950	\$1847	\$1745
1/2 Page Block	4.77 x 7.25"	\$2052	\$1950	\$1847	\$1745
1/3 Page Vertical	2.29" x 9.875"	\$1396	\$1326	\$1256	\$1186
1/3 Page Horizontal	7.25" x 3.15"	\$1396	\$1326	\$1256	\$1186
1/3 Page Block	4.77" x 4.8"	\$1360	\$1293	\$1224	\$1156
1/5 Page Block	4.77" x 3.15"	\$890	\$845	\$800	\$755
1/6 Page Horizontal	4.77" x 2.3"	\$699	\$665	\$630	\$595
1/6 Page Vertical	2.29" x 4.8"	\$699	\$665	\$630	\$595
1/9 Page Block	2.29" x 3.15"	\$545	\$517	\$490	\$463
1/12 Page Block	2.29" x 2.3"	\$393	\$373	\$353	\$333
Double Banner	16.5" x 3.65" (+ 1/4")	\$2925	\$2779	\$2633	\$2487
Double Page <i>(not shown above)</i>	16.5" x 10.875" (+1/4")	\$7900	\$7505	\$7110	\$6715

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Preferred File Format:

Print-Optimized PDFs

- Imbedded fonts, 300 dpi minimum
- Include crop/reg marks, bleed (if required)

We will also accept:

- InDesign native files (with all elements)
- High Resolution (300dpi) JPG or EPS files

Image Uploading:

Files less than 10Mb can be emailed.

Contact us to arrange for a file upload directly via our online account or to download via FTP.

To reserve space or make inquiries, please contact:

Jason Brachvogel
902.430.6493 ■ jason@dattcom.ca

or **Sherry Donovan, NSHBA**
902.450.5558 ■ sgrant@nshba.ns.ca

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Other special/unique sizes available; submit special requests to info@dattcom.ca.

*Colour included on all insertions. All prices are plus HST. All discounts are approximate; prices as shown.

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