

RATE SHEET



BLACK 2 BUSINESS

THE BLACK BUSINESS INITIATIVE MAGAZINE

DISTRIBUTION

Black 2 Business[®] is the official periodical of the Black Business Initiative and is published three times per year. Its goal is to support the BBI as it fosters a dynamic and vibrant Black presence within the Nova Scotia Business Community.

GENERAL INFORMATION

Ad booking deadline is one month prior to publication. Copy deadline is 12 days prior to publication. Ask your Account Executive for specific deadline dates. Invoices are issued upon publication and are payable in 30 days. 50% of the insertion fee will be payable on cancelled bookings after the submission deadline.

Please make cheques payable to: Black Business Initiative.

ADVERTISING RATES

Ad Size (see side column)

Outside Back Cover	\$ 790.00
Inside Back Cover (full cover)	\$ 725.00
Full Page (other than cover)	\$ 675.00
2/3 Page	\$ 500.00
1/2 Page	\$ 300.00
1/3 Page	\$ 225.00
1/4 Page	\$ 150.00
1/6 Page (Business Card)	\$ 90.00
On-line ad* (front page of BBI Website)	\$ 50.00

(* online ads are available only with the purchase of a print ad / online ad will run for 3 consecutive months)

AD DESIGN

Ads can be created from client-supplied copy and visuals. The cost to design and develop the ad will be charged in addition to the insertion fee listed. Costs will be determined by individual quote.

Contact Dan at Design North
902-454-7145 or designnorth@me.com
for details.

MECHANICAL REQUIREMENTS

- Ads must be supplied, press ready, at the appropriate size (see specifications at right).
 - Files should be supplied on CD-ROM, USB drive or emailed to designnorth@me.com
 - Preferred programs include: Adobe InDesign, Illustrator, or Photoshop
 - TIF (300 dpi), EPS (vector files), or High Res PDF and High Res JPGs are also acceptable.
- (PLEASE NOTE : MS Word files and GIF files are **NOT** acceptable).

For technical/mechanical questions call: **Design North at 902-454-7145**

To advertise please contact :

The Black Business Initiative
Centennial Building
Suite 1201, 1660 Hollis Street
Halifax, Nova Scotia
Canada B3J 1V7
Phone: (902) 426-2224 Fax: (902) 426-8699
Email: bbi@bbi.ns.ca

Black 2 Business[®] is published by the Black Business Initiative:
Phone 902-426-2224 for editorial information.

Black 2 Business[®] is produced in Nova Scotia by Mirabliss Media Productions. Design and layout: by Design North

Full Page
(no bleed)
7" x 10"
Bleeds
8.625" x
11.25"

Business Card
3.5" x 2"
1/4 Page
2.25"
x
4.875"

1/2 Page
Horizontal
7" x 4.875"

1/3 sq.
4.75" x
4.875"

1/3 Banner
7.25" x 3"

2/3 Page 4.75" x 10"	1/3 Page 4.25" x 10"
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1/4 Page Horz
4.75" x 2.3/8"

1/2 Page Vert.
4.75"
x 7.5"