

## ADVERTISING IN THE MARITIME AMATEUR RADIO CALL BOOK – 2012 Edition

The Halifax Amateur Radio Club, founded in 1933, has provided uninterrupted service to the community for almost eight decades. One of our major services is the publication every four years of the **Maritime Amateur Radio Callbook**. The new edition will be released in May 2012. This publication contains the names, addresses and, in most cases, phone numbers of all amateur radio operators in the three Maritime provinces – Nova Scotia, New Brunswick and Prince Edward Island, as well as technical information on repeaters, linking systems and other topics of interest to the active ham.

The 2012 Callbook will have the same format as the 2004 and 2008 edition and will have a press run of 1000 copies. New and improved presentations of information are planned. Moreover, the 2012 edition is expected to have many new entries in the directory as a result of the inclusion of new operators.

All buyers will actively use the Callbook for at least four years until a new edition is published in 2016. In addition, copies placed in Club locations may be used by many individuals. Thus the exposure for advertisers is significant and makes the cost per year very low. We are continuing in this edition to include four tabbed pages that divide major sections of the book. Advertising on them will have a higher rate of exposure than regular pages, since they will be accessed each time a user turns to a major section. Color is available only for full pages on the outside back and inside front and back covers. The rates are listed below.

**The format of the Callbook is 7” W and 8.5” H.** For advertisements in color they should be in RGB color and sent to us as a jpg file. The size of a full page will be, in metric terms, 16.5 cm (w) x 20.5 cm (h) with no bleed.

### 2012 Advertising Rates

	<b>Colour</b>	<b>Tabs</b>	<b>Regular</b>	<b>Clubs</b>
<b>Full Back page cover</b>	\$1000	----	----	----
<b>Full Inside covers</b>	\$625	----	----	----
<b>Full-page</b>	----	\$425	\$330	\$160
<b>Half-page</b>	----	\$275	\$225	\$110
<b>Quarter-page</b>	----	\$180	\$150	\$75
<b>Business card</b>	----	\$125	\$100	\$50

#### Contact Person for Business Follow-Up

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2012 Maritime Callbook  
Halifax Amateur Radio Club

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