

THE
HOSPITAL ACTIVITY BOOK
for children ☺
25 YEARS

PROUD PARTNER WITH:

Make-A-Wish®
CANADA



RATE CARD

Advertisement Rates & Advertisement Sizes
Advertisement Artwork Requirements
Large Advertisement Insertion Order

www.habfc.com

ADVERTISEMENT SIZES & RATES

Special Contributors Ad	\$139.00
Display Ad	\$239.00
Feature Ad	\$349.00
Premium Ad	\$595.00
Bottom Page Ad	\$695.00
Activity Ad	\$995.00
Full Page Ad	\$1195.00
Inside Cover (Back)	\$1295.00
Inside Cover (Front)	\$1395.00
Centerfold Ad	\$1595.00

SPECS

- distributed to sick & injured children, children at risk
through participating hospitals and various victim services
programs in your area - up to 5000 copies per edition - magazine format

MECHANICAL REQUIREMENTS

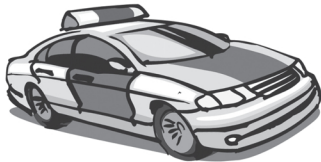
- all images to be sent as EPS, PDF or JPEG format via email
- all images must be greyscale & 300 DPI - 8.5' x 10.437" (upright) - 40-96 pages/book
- high quality white bond paper (recyclable) for inside pages

SPECIAL CONTRIBUTORS ADVERTISEMENT & DISPLAY ADVERTISEMENT



AMBULANCE

These are the people you will see the most of. EMTs and paramedics will make sure they check every limb and will get you stable for your trip to the hospital. Like Superman and Wonderwoman, they are here to save the day!



POLICE

Sometimes the police can be scary, because they have a serious job to do. They have to protect you and everyone around you from danger. The police can make sure that other people keep a safe distance and directed to the safest area. They move quickly, like the Flash.



FIRE DEPARTMENT

The first department does more than just put fires out. Like the police, firefighters will make sure no more harm will come to you or the people around you. They are usually the first ones to arrive, and make room for you and the people you need. Like the Fantastic 4, they are a team!

DONE-RITE FLOORS LTD.

7504 - 120 Ave. NW Edmonton, AB
Tel: (780) 474-8557 • www.doneritefloors.com

We hope you get well soon!

GETINGE

Toll Free 800 227 7215
www.getinge.com

Representing GE Medical Infant Care Products



VERMA PLUMBING & HEATING LTD.

15939 - 134 St. NW Edmonton, AB
T: 780.710.2685 info@vermaplumbing.com
www.vermaplumbing.com



ECAA

Electrical Contractors
Association of Alberta

Phone: (780) 451-2412
17725 103 Avenue NW | Edmonton AB
www.ecaa.ab.ca

Bio Medical Inspection Service

9550 - 45th Ave.
Edmonton, AB
Tel: (780) 463-3877 • Fax: (780) 462-6727

May this book lift your spirit!

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Display Ad

[2.333" x 1.167"].....**\$239.00**

- business card style, printed in black & white
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can also be accepted by e-mail or mail
- all images must be greyscale & 300 DPI

Special Contributors Ad

[2 Lines Text].....**\$139.00**

- text only, 1 typeface
- placed on separate page located at the back of the book

Hagan's Hospitality Home

T. 709.363.2688
341 Main Road, Hwy 10
Aquaforce NL, A0A 1A0

Clareville CK Cabs

T. 709.466.1900
72 Marine Drive
Clareville NL, A5A 1L3

Your Space Our Design

21 Queens Road., St. John's, NL
T. 709.680.0379
www.yourspaceourdesign.com

FEATURE ADVERTISEMENT

Feature Ad

[2.333" x 2.556"].....**\$349.00**

- double business card style, printed in black & white
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can also be accepted by e-mail or mail
- all images must be greyscale & 300 DPI



Premium Ad

[3.6" x 2.556"].....**\$595.00**

- printed in black & white
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can also be accepted by e-mail or mail
- all images must be greyscale & 300 DPI



NOT ALL HEROES WEAR CAPES

To be a hero is to be brave, to be strong, and to fight for the good in the world!

When you think of heroes, you might think of Superman, Batman or Wonderwoman. As fantastic as they are, not all heroes are characters in your favourite comic or movie. A hero could be right beside you, or even you, yourself, could be someone's hero.

When you get hurt or sick, you will go through a line of heroes to ensure the quickest, safest and most healthiest way to make sure you get better. At first, you will be surrounded by lots of different faces, questions and tests, and they may not seem like heroes, but we are here to help you see why they do what they do, and why they truly are heroes without capes!



Dunfil-Liscio (Ontario) Inc.
2 Carson Court
Brampton, ON
T. 905.793.7577
F. 905.793.3537
info@dunfil.com
www.dunfiliscio.com



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F. 905.456.9489
We hope you get well soon!



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97 Young Street, Alliston ON
www.prooilofalliston.ca

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WE HOPE YOU GET WELL SOON!



TAG DEVELOPMENTS
TAG.CA
We hope you get well soon!

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BOTTOM PAGE ADVERTISEMENT & ACTIVITY ADVERTISEMENT

**..... SPIRAL
OF HAPPINESS**

There are some **special words** that make us **feel good inside** and give us **happy feelings**. Look into the spiral and see if you can find them. **Write down the special things** that make you feel good. If you're ever feeling sad, you can remind yourself of your happy thoughts by turning to this page.

The spiral on the right contains hidden words. See how many words you can find. One of them has been done for you to get you started. Solution on page 40



(780) 968-8552
csrperformance@telus.net

*Lift/Lowering Kits
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73 Boulder Blvd, Stony Plain, AB T7Z 1V6
www.csrperformanceoffroad.ca

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Bottom Page Ad


[7.2" x 2.556"].....**\$695.00**

- one bottom page advertisement per page, printed in black and white
- equivalent of 3 feature advertisements
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can be accepted by e-mail
- all images must be greyscale & 300 DPI

Activity Ad

[7.2" x 6"].....**\$995.00**

- includes child's activity (maze/crossword/colouring/graphic), printed in black & white
- one activity advertisement per page
- submit your own activity or have it designed in-house
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can be accepted by e-mail
- all images must be greyscale & 300 DPI



CROSSTOWN 15520 - 123 AVE EDMONTON, AB
 DODGE CHRYSLER JEEP RAM **1.888.469.7141**

CHRYSLER DODGE Jeep RAM

4

FULL PAGE ADVERTISEMENT

Full Page Ad

[7.2" x 8.7"].....**\$1195.00**

- one full page ad per page, printed in black & white
- all images to be sent as TIFF, EPS, PDF or JPEG format
 - ads can be accepted by e-mail
- all images must be greyscale & 300 DPI

DERRICK DISPOSAL

780-437-5000

START

FINISH

DERRICK CONCRETE CUTTING & CONSTRUCTION LTD.

5815 99th St.
Edmonton, AB
Tel: (780) 436-7934

DERRICK CONCRETE

CENTERFOLD ADVERTISEMENT & INSIDE COVER ADVERTISEMENT

Stahl
Peterbilt

SPOT THE DIFFERENCE
Can you find the nine differences between these two pictures?

STAHL PETERBILT
Sales // Parts // Service // Lease & Rental // Body Shop // Finance
Edmonton // Grande Prairie // Fort McMurray
stahlpeterbilt.com

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Stahl
Peterbilt

START

FINISH

3

Centerfold Ad

[Page 1: 7.2" x 8.7"] • [Page 2: 7.2" x 8.7"]

.....**\$1595.00**

- exclusive full spread, printed in black & white
- can include a child's activity; either submitted or designed in house
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can be accepted by e-mail
- all images must be greyscale & 300 DPI

Inside Cover Ad

Back & Front

[8.5" x 11" Back].....**\$1295.00**

[8.5" x 11" Front].....**\$1395.00**

- inside cover - full color, 'luna gloss' cover
- all images to be sent as TIFF, EPS, PDF or JPEG format
- ads can be accepted by e-mail

"Make each day your masterpiece".

- John Wooden

Rob Norris, MLA Saskatoon Greystone 306-933-7852	Don Morgan, MLA Saskatoon Southeast 306-955-4755	Corey Tochor, MLA Saskatoon Eastview 306-384-2011	Jennifer Campeau, MLA Saskatoon Fairview 306-974-4125
Gordon Wyant, MLA Saskatoon Northwest 306-934-2847	Paul Merriman, MLA Saskatoon Sutherland 306-244-5623	Ken Cheveldayoff, MLA Saskatoon Silver Springs 306-651-7100	Roger Parent, MLA Saskatoon Meewasin 306-652-4607

*Your Saskatoon
**Saskatchewan
Party MLAs***



INSERTION ORDER

**This Insertion Order represents an agreement between
The Hospital Activity Book for Children and:**

Company Name:

Contact Name:

Address:

City:

Prov:

Postal Code:

Phone:

Fax:

Email/Website:

Publication Issue:

Date:

Advertiser History:

Previous Advertiser

New Advertiser

Issue:

Artwork:

Re-New Same Ad

Print-Ready Artwork Arriving

Publisher to Produce

Artwork Attached

Ad Size:

Cost:

The above cost does not include taxes. Your official invoice arrives with your book.

Special Notes:

Advertising Terms:

The undersigned client hereby agrees to the insertion of advertising in The Hospital Activity Book for Children, for the sizes and prices as shown above. Please make all cheques payable to The Hospital Activity Book for Children. Pay online at www.HABFC.com.

Authorized by:

Date Agreed: