

THE
HOSPITAL ACTIVITY BOOK
for children ☺

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
2 Page Spread Ad	\$1495.00
Centerfold Ad	\$1595.00



ABOUT THE PROJECT

- 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
- Submit your images to be sent as EPS, PDF or JPEG format via email for your ad
- Images must be greyscale & 300 DPI (no bleeds or crop marks required)
- 8.5' x 10.437" (upright); 40-96 pages/book
- High quality white bond paper (recyclable) for inside pages



SPECIAL CONTRIBUTORS

2 - 3 LINES: TEXT ONLY

- text only, 1 typeface
- placed on separate page
located at the back of book
- see example on page 9

..... **\$139.00**

DISPLAY ADVERTISEMENT

BUSINESS CARD STYLE

- 2.333" x 1.167" (6 per page)
- printed in black and white
- logos, imagery and photos can be
submitted for use
- submit via PDF or JPEG
- see example on page 9

..... **\$239.00**



FEATURE ADVERTISEMENT

DOUBLE BUSINESS CARD

- 2.333" x 2.556" (3 per page)
- printed in black and white
- logos, imagery and photos can be submitted for use
- submitted via PDF or JPEG
- see example on page 9

..... **\$349.00**

PREMIUM ADVERTISEMENT

HALF OF BOTTOM PAGE

- 3.6" x 2.556" (2 per page)
- printed in black and white
- logos, imagery and photos can be submitted for use
- submit via PDF or JPEG
- see example on page 10

..... **\$595.00**



BOTTOM PAGE ADVERTISEMENT

EQUAL TO 3 FEATURES

- 7.2" x 2.556" (1 per page *EXCLUSIVE*)
- printed in black and white
- logos, imagery and photos can be submitted for use
- submit via PDF or JPEG
- see example on page 10

..... **\$695.00**

ACTIVITY ADVERTISEMENT

INTERACTIVE ADVERTISEMENT

- 7.2" x 6" (1 per page *EXCLUSIVE*)
- printed in black and white
- interactive: maze, word search, coloring, etc.
- customer can submit via PDF or JPEG
- see example on page 10

..... **\$995.00**



FULL PAGE ADVERTISEMENT

EXCLUSIVE WHOLE PAGE

- 7.2" x 8.7" (1 per page *EXCLUSIVE*)
- printed in black and white
- logos, imagery and photos can be submitted for use
- submitted via PDF or JPEG
- see example on page 11

..... **\$1195.00**

INSIDE COVER ADVERTISEMENT

FRONT OR BACK - COLOUR

- 8.5" x 11" (*FULL COLOUR, GLOSSY*)
- logos, imagery and photos can be submitted for use
- submit via PDF or JPEG
- see example on page 11

FRONT..... \$1395.00

BACK..... \$1295.00



CENTREFOLD ADVERTISEMENT

ONE CENTREFOLD PER BOOK

- 14.4" x 17.4" (1 per book *EXCLUSIVE*)
- printed in black and white
- logos, imagery and photos can be submitted for use
- placed in CENTER of the book
- see example on page 12

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

2 PAGE SPREAD ADVERTISEMENT

EXCLUSIVE SPREAD

- 14.4" x 17.4" (1 per spread *EXCLUSIVE*)
- printed in black and white
- interactive: maze, word search, coloring, etc.
- customer can submit via PDF or JPEG
- see example on page 12

..... **\$1495.00**



Hagan's Hospitality Home
T. 709.363.2688
341 Main Road, Hwy 10
Aquaforte NL, A0A 1A0

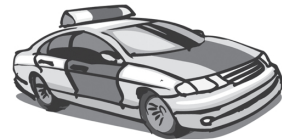
Clarenville CK Cabs
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72 Marine Drive
Clarenville NL, A5A 1L3

Your Space Our Design
21 Queens Road., St. John's, NL
T. 709.680.0379
www.yourspaceourdesign.com



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!

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We hope you get well soon!

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May this book be your guest!

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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!

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Association of Ontario

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SPECIAL CONTRIBUTORS
ADVERTISEMENT

DISPLAY
ADVERTISEMENT

FEATURE
ADVERTISEMENT

THE
HOSPITAL ACTIVITY BOOK
for children ☺

[illegible]

PREMIUM
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



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BOTTOM PAGE
ADVERTISEMENT

ACTIVITY ADVERTISEMENT

D3 DERRICK DISPOSAL

D3 DERRICK CONCRETE

Derrick Concrete Cutting & Construction Ltd.
5815 99th St.
Edmonton, AB
Tel: (780) 436-7934

START

FINISH

5

FULL PAGE
ADVERTISEMENT

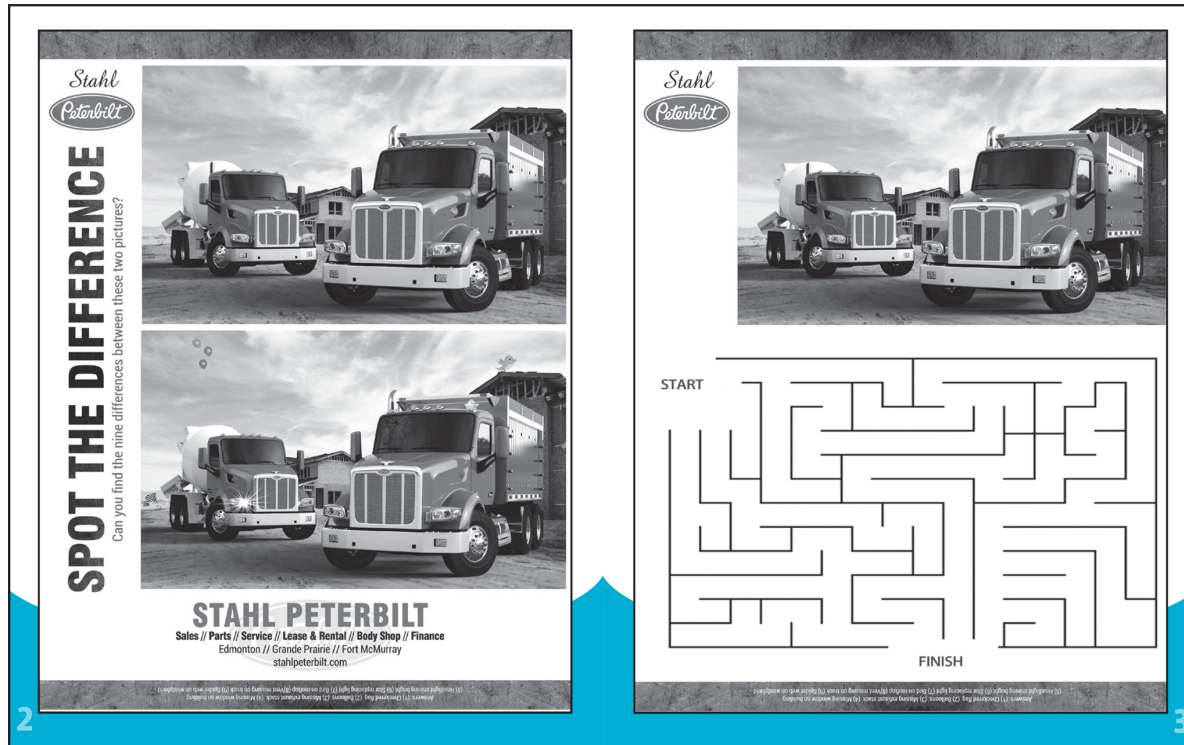
"Make each day your masterpiece".

- 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**

INSIDE FRONT/BACK
ADVERTISEMENT



CENTREFOLD/2 PAGE SPREAD
ADVERTISEMENT



INSERTION ORDER

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

Company Name:

Contact Name:

Address:

City:

Phone:

Email/Website:

Prov:

Fax:

Postal Code:

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:

www.habfc.com

