

Atlantic Business

team broken earth edition: October 2014

Helping **Haiti** For as long as it takes

LANDING THE COVER STORY

How you can
claim centre stage

CAUSE & EFFECT

advertising
for the
greater good

SOCIAL SPOTLIGHT

celebrate your
corporate
philanthropy

**FULL DETAILS
INSIDE**



It's Atlantic Business Magazine's 25th anniversary and we've decided to celebrate our success by paying it forward.

We are creating a special bonus edition, to be published in October 2014. All of the proceeds will be donated to Team Broken Earth – a volunteer task force of physicians, nurses and physiotherapists who are committed to delivering and improving healthcare in Haiti.

When you purchase space in this special edition **you'll receive a charitable receipt from Team Broken Earth for 50% of your purchase price;** the other 50% goes to pay for printing and distribution costs (Atlantic Business Magazine is donating its brand and circulation along with its sales, editorial and design expertise).

Think of it as marketing for a cause: you and your company will receive the full value of Atlantic Business Magazine's exclusive circulation (37,000 copies) AND help purchase much-needed equipment for Team Broken Earth.



Editorial Opportunities

includes professional writing services and listing in the Table of Contents; clients are responsible for supplying high resolution print-quality digital imagery to go with their story

- **Cover story package**
includes your photo and headline on the cover of the magazine plus a six-page advertising-free story written by a senior member of our editorial team.
Cost: \$50,000.00 (the cover story package will be sold on a first-come, first-served basis)
- **Four-page feature story**
Cost: \$20,000.00
- **Three-page feature story**
Cost: \$17,000.00
- **Two-page feature story**
Cost: \$12,000.00
- **Single-page feature story**
Cost: \$6,000.00

Deadline to book editorial space (aside from cover story package): **July 31, 2014**

Advertisement Dimensions

Double Page Spread (DPS)

Bordered	15.25" x 9.875"
Trim	16.25" x 10.875"
Bleed	16.50" x 11.175"

Full Page (FP)

Bordered	7.125" x 9.875"
Trim	8.125" x 10.875"
Bleed	8.375" x 11.125"

2/3 Page

Vertical	4.625" x 9.875"
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1/2 Page

Vertical	4.625" x 7.125"
Horizontal	7.125" x 4.875"
Bleed	8.375" x 5.25"

1/3 Page

Vertical	2.250" x 9.875"
Square	4.625" x 4.875"

1/6 Page

Vertical	2.250" x 4.875"
Horizontal	4.625" x 2.250"

Measurements are width by height. Please allow .25" inset from trim for all text.

Advertising Opportunities

ads will be placed throughout the magazine in stories related to Team Broken Earth's mission in Haiti; complimentary design services will be provided upon request, although clients are responsible for supplying their own high resolution print-quality digital imagery

- **Outside back cover ad**
Cost: \$6,000.00
- **Inside front cover ad OR inside back cover ad**
Cost: \$5,500.00 each
- **Double-page spread**
Cost: \$8,895.00
- **Full page**
Cost: \$5,250.00
- **Two-thirds page**
Cost: \$3,950.00
- **Half page**
Cost: \$3,140.00
- **One-third page**
Cost: \$2,325.00
- **One-sixth page**
Cost: \$1,150.00

Cover ads will be booked on a first-come, first-served basis.

Deadline to book other advertising: **August 12, 2014**

Deadline for submission of advertising material: **September 5, 2014**



Team Broken Earth is a volunteer task force composed of physicians, nurses, and physiotherapists committed to delivering and improving healthcare in Haiti.

The team was initially assembled to support the relief effort in the aftermath of the 2010 earthquake that left the people of Haiti in dire need of medical assistance. From this extensive frontline experience, Team Broken Earth determined that the people of Haiti needed a sustained medical relief effort to help rebuild the country's healthcare system and create sustainability through the education of Haitian people and health care professionals. Our teams treat patients, providing acute care to the people of Haiti, but also work with Haitian medical professionals to train and upskill them in best practices, and educate the Haitian people on matters of public health.

All members of the team volunteer their vacation time to join the effort.

Team Broken Earth is in Haiti to make a difference... for as long as it takes.

