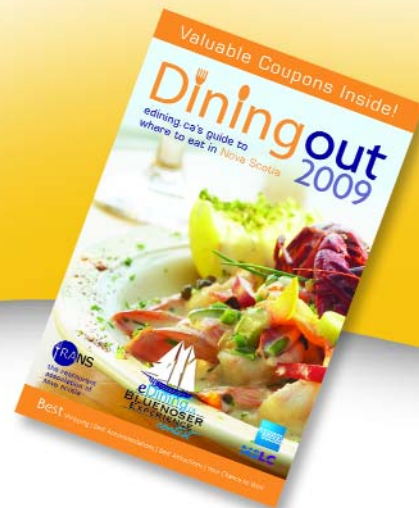


# RANS 2009

## Dining Out Guide



*The Restaurant Association of Nova Scotia's 2009 Dining Guide is THE guide to eating out!*

### Distribution:

With a print run of 90,000, this Dining Guide is sure to steer customers to the dining establishments most likely to satisfy their appetite for great Nova Scotia dining choices.

- 55,000 copies distributed through Nova Scotia tourism in provincial Visitor Information Centres
- 20,000 copies distributed from selected NSLC locations throughout the province
- 15,000 copies distributed through member restaurants, hotels, meeting & conventions, and RANS distribution.

### Schedule:

Ad Sales Close: October 31, 2008  
 Art Work Due: Upon Booking  
 Delivery: February, 2009

### Web Banners

Banner ads are included on either RANS.ca or eDining.ca.

#### Large Rotating Banner

Animated banner appears on page tops throughout the site including Home Page, Directory, and Recipe Pages.

Size: 480 x 80 pixels

Members rate: \$45/month\*

Non-Members rate: \$54/month\*

#### Medium Rotating Banner

Appears beside the search button on all pages, excluding the Home Page.

Size: 193 x 55 pixels

Members rate: \$30/month\*

Non-Members rate: \$36/month\*

\* (3 month minimum)

### Digital Ad Submission:

All files must be in a MACINTOSH format.

We can accept CD, Jaz 1 & 2gb, and Zip Disk. Film will not be accepted.

### Acceptable File Formats:

Screen and printer versions of all fonts, all graphic files (logos, illustrations, etc. including fonts). Files should be converted to cmym and saved as EPS or TIFF high-resolution 300 dpi single files (an Iris, Color key, or Rainbow proof is required with all ads). Quark X-Press 5, Illustrator 8, Freehand 8, Photoshop 5.5.

Downloading images from websites is not acceptable for print, as these images are meant for viewing on computer screens. Therefore, the resolutions are not high enough for high quality printing.

E-mail: Ads that are 10MG or smaller can be stuffed as a "self extracting archive" and emailed to [jennifer.morrison@transcontinental.ca](mailto:jennifer.morrison@transcontinental.ca)

FTP: Please contact Jennifer Morrison - Ad Co-ordinator, (902) 425-8255 ext 110.

### 2009 Advertising Rates – RANS Members

	Member	Non Member
Back Cover (Large rotating banner included with ad)	..\$2860.00	..\$3550.00
Inside Covers (Large rotating banner included with ad)	..\$2225.00	..\$2675.00
Premium Pages (Large rotating banner included with ad)	..\$2000.00	..\$2405.00
Full Page (Medium rotating banner included with ad)	..\$1430.00	..\$1715.00
Half Page Ad	..\$775.00	..\$925.00
Quarter Page Ad	..\$490.00	..\$605.00
Full Page Feature	..\$680.00	..\$855.00
Half Page Feature	..\$375.00	..\$470.00
Quarter Page Feature	..\$220.00	..\$325.00
Double Sided Coupon*	..\$285.00	..\$349.00

### For More Information On Distribution & RANS:

Tel: (902) 429-5343  
 Fax: (902) 429-0659

### For More Information On Features:

Lindsay Robb, Sales Manager  
 Tel: (902) 425-8255 ext 204  
 Fax: (902) 425-8118

Send Materials To: Holiday Media  
 1888 Brunswick Street,  
 Suite 609, Halifax,  
 Nova Scotia, B3J 3J8  
 (902) 425-8255



**Full Page**  
 With Bleed  
 5.875" w x  
 8.813" h  
 Trimmed To  
 5.375" X 8.313"

**Full Page**  
 4.5" w x  
 7.563" h

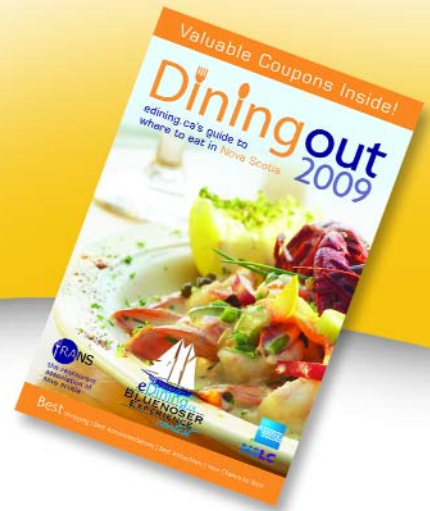
**1/2 Page**  
 4.5" w x  
 3.75" h

**1/4 Page**  
 2.212" w  
 x 3.75" h

\* see attached sample page for details

# RANS 2009

## Dining Out Guide



Halifax REGION



### 10% OFF Our Daily Sightseeing Tours!



See reverse for a list of our great sightseeing tours  
Cannot Be Used In Conjunction With Other Discount Offers  
Expires Oct. 31, 2006

**Ambassatours™**  
We live it. We love it. We know it.



(902) 425-9999 • [www.ambassatours.com](http://www.ambassatours.com)



### Present this coupon and receive 10% Off Clothing

Rum Runners Rum Cake Factory  
"A Delicious Piece of Nova Scotia History"

On the Boardwalk at Bishop's Landing  
1479 Lower Water Street, Halifax

(902) 421-8079 ~ 866-440-7867 ~ [www.rumrunners.ca](http://www.rumrunners.ca)



Knit, crochet &  
embroidery supplies  
from Nova Scotia  
and all over the world



Save  
\$5.00

on any pre-tax  
purchase of  
\$50.00



Canada Parks Canada

Canada

### Wear exclusivity.

Only 12 pairs per style. Bring in this coupon for 10% off.  
Valid until Oct. 31, 2006

Fanatic Footwear Inc.

PR16555

1475 Lower Water St., Bishops Landing, Halifax 902-422-9728



where to eat in nova scotia

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### Coupon Page

#### Double Sided Coupon

4.875" w x 1.313" h

Coupon must contain offer for consumers (money-saving discount, redeemable giveaways, contest entries, etc.).