



ON GUARD

2017/2018



CFB Halifax Information and Shopping Directory

OnGuard 2017

OnGuard is a full colour glossy perfect bound book and is considered a valuable tool for military members in daily life on base as well as with their families. Each annual publication includes interesting stories about the history of Halifax, local information, submissions from each unit associated with CFB Halifax and a handy advertiser's index to quickly locate companies which support military families. There are 9,000 copies of OnGuard printed annually in March, just in time for posting season, and distributed to every military member, DND and civilian employee on Base. It has become a valuable tool to everyone associated with the military and copies are requested all year long.



Dates & Deadlines

AD BOOKING: Friday, January 13

AD MATERIAL: Tuesday, February 3

PUBLICATION DATE: April 3, 2017

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ADVERTISING RATES 2017	
AD SIZE	COST
Back Cover	
Full Colour	\$3,850
Inside Cover (Full Page)	
Full Colour	\$3,200
Inside Cover (Half Page)	
Full Colour	\$2,200
Inside Cover (Quarter Page)	
Full Colour	\$1,450
Inside Cover (Quarter page)	
Full Colour	\$1,450
Full Page	
Full Colour	\$2,650
Spot Colour	\$2,450
Black & White	\$2,200
Half Page	
Full Colour	\$1,650
Spot Colour	\$1,450
Black & White	\$1,200
Quarter Page	
Full Colour	\$1,100
Spot Colour	\$900
Black & White	\$650

HST not included