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CENTRE FOR
ENTREPRENEURSHIP
EDUCATION AND
DEVELOPMENT

ENTREPRENEUR'S EDGE

The Centre for Entrepreneurship Education & Development Incorporated (CEED) is devoted to helping people build their entrepreneurial skills and become self-reliant. CEED views entrepreneurship a little differently. *Entrepreneur's Edge* will introduce readers to our philosophy and inspire people to fulfill their dreams. This magazine unites advertisers and readers with a common goal.

Entrepreneur's Edge is about using skills and attitudes to make the most out of opportunities in life. With an average of four readers per copy, it is a targeted tool for advertisers to engage the emerging and successful entrepreneurs who power our economy.

EDITORIAL THAT IS RELEVANT & TIMELY

We will cover topics such as entrepreneurship education, professional development, small-business financing and resources, and social entrepreneurship. This publication is a vital tool in helping CEED fulfill its vision to develop a vibrant entrepreneurial culture in Atlantic Canada.

REACHING BUSINESSES

CEED is leading the way in social media, demonstrating how entrepreneurs can use all available communication tools. *Entrepreneur's Edge* will bring additional information to readers through www.ceed.ca and social-media tools such as Twitter, Wordpress and Facebook.

CONTROLLED CIRCULATION: 3,000 STRONG & GROWING

Entrepreneur's Edge will be mailed directly to your potential customers. CEED has relationships with businesses, individuals and associations who have benefited from the programs it develops and delivers. These include the many supporters, sponsors, lecturers and mentors who work with CEED every day. These are people wanting to do business in Atlantic Canada, people who are engaged with seeing our economy grow. A controlled circulation of this nature delivers results to advertisers.

THE READERS

General Community

- >> *Entrepreneur's Edge* will be front and centre within our network of partners throughout Nova Scotia and will be distributed to our 3000+ contacts.
- >> Each issue will be available on www.ceed.ca in PDF form. Our website receives approximately 40,000 unique visits a year from audiences, primarily in Canada, extending worldwide.

Entrepreneurs

There are more than 230 active CEED loan clients who are operating small businesses in Nova Scotia. Additionally, *Entrepreneur's Edge* will service the growing number of alumni (200+ graduates) of CEED's Self Employment Benefits program who, upon graduation (and new business opening) join this group.

Network of Service providers and Community partners

- >> *Entrepreneur's Edge* will be distributed to a network of service providers and community partners that provide service to our entrepreneur community and business leaders through business counseling, technical support, mentorship, business skill development and training, financing, etc.
- >> *Entrepreneur's Edge* will be delivered to CEED's funding partners and community stakeholders, which include: *Atlantic Canada Opportunities Agency, Service Canada, NS Department of Economic and Rural Development, Employment Nova Scotia, NS Department of Labour and Workforce Development, NS Department of Justice, NS Department of Community Services, and Nova Scotia Association of CBDCs* to name a few.

Published twice a year, *Entrepreneur's Edge* will be kept in the offices of entrepreneurs and their stakeholders as a resource for business-to-business connections.

3,000 copies distributed to entrepreneurs in Atlantic Canada

Double page spread (no bleed)
15" x 10"

With Bleed 16.375" x 10.75"
(+ 1/4" bleed on all 4 sides)

Leave 1/2" from all edges and 1" in centre for the gutter as a safe area (no text or important info)

ENTREPRENEUR'S EDGE



ADVERTISING RATES

Ad Size	1x	2x
Full Page	\$1,350	\$1,200
2/3 Page V	1,175	1,055
1/2 page H/V	995	895
1/3 page Sq/V	890	800
1/6 Page H/V	665	595
Inside Front Cover	1,720	1,550
Inside Back Cover	1,720	1,550
Outside Back Cover	1,975	1,775
Directory Advertising	300	300

Preferred position add 15%. Multi-page buys on request. Rates are net.

PUBLISHING SCHEDULE

Issue	Booking Deadline	Artwork Deadline	Distribution
August 2010	June 30	July 7	August 9
March 2011	February 11	February 18	March 14

ADVERTISING REQUIREMENTS

- Supplied ads should be designed at the appropriate size (see left).
- Preferred file format for supplied ads is press quality pdf (PDF/X-1a).
- Supplied ads may also be sent as native files. Preferred programs include Quark, Indesign, Illustrator and Photoshop. We cannot accept MS Word files. Include all fonts and image files.
- If sending native files, please fax a proof for comparison.
- All colours must be CMYK – no RGB or spot colours.
- Images must be 300 dpi at 100% printed size.
- Include 100% laser outputs of ad.
- Files under 5mb can be sent by email. Larger files should be submitted via our FTP site or sent on a cd. Contact us for more information.

Metro Guide is pleased to offer ad design and production services if required for a rate of \$45/hr.

Double page spread (no bleed)
15" x 10"

With Bleed 16.375" x 10.75"
(+ 1/4" bleed on all 4 sides)

Leave 1/2" from all edges and 1" in centre for the gutter as a safe area (no text or important info)

Full page (no bleed)
7" x 10"

Trim 8.1875" x 10.75"
(+ 1/4" bleed on all 4 sides)

1/6 page V
2.25" x 4.875"

1/2 page horizontal
7" x 4.875"

1/3 square
4.625" x 4.875"

1/3 banner
7" x 3"

2/3 page V
4.625" x 10"

1/3 page V
2.25" x 10"

1/6 page hor.
4.625" x 2.25"

1/2 page vertical
4.625" x 7.5"

Business card
directory

3.5" x 2"



CONTACT

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