

Tax Reform
Advertising for Public Consultations May 2007

DRAFT

Updated: May 17, 2007

Tactic	Details	Timing
Discussion Paper	Gone to Print	3,000 units delivered Monday, May 14 th
Poster	Gone to Print	500 units delivered Monday, May 14 th
Ads in daily papers	Herald – 1/8 page Daily News – 1/4 page Daily ads are booked.	Sat May 12 Sun May 13 Sat May 19 Sun May 20 Tuesday May 22 Sat May 26 Sun May 27
Ads in weekly papers (Daily News)	Bedford/ Sackville Cole Harbour Clayton Park	Will be distributed to an additional 93,000 households by Friday, May 18 th
Ad in Masthead News	1/4 page Tantallon Bedford Hammonds Plains	Distributed May 16 th
Ad in the Coast	Free weekly distributed throughout HRM	Distributed May 23 rd – 30 th
HRM Today	1/4 page add – goes to every household in HRM	Distributed Mid May
Ad on Eastlink Channel 8	Production of ad and still images	Run from Wednesday, May 23 – Thursday, May 31
Radio PSAs	1) Info Radio 97.9 FM (free) 2) CBC Talkback (free of charge) 1-800-582-5526	1) Will run one day week of May 8, one day week of May 14 and each day leading up to the workshops 2) will leave message on Mon, May 14 and Friday, May 18
Press Release	Sent out the week before the public meetings	May 14 th
Website	Button on mainpage to lead to tax reform pages www.halifax.ca/taxreform Form to fill out for case studies	May 10 – 31 TBD