

Agencies, Boards & Commissions

Spring 2023 Advertising – Media Postings

Posting Dates	DAILY
April 15 and May 20 (full ABC list)	Chronicle Herald
May 6, 2023 (small teaser ad)	Chronicle Herald
April 15 and May 20 (full ABC list)	Cape Breton Post
Posting Dates	WEEKLY
May 4	Annapolis Valley Register
May 1	Aurora
May 3	Guysborough Journal
April 19	Inverness Oran
April 28	Le Courier (French)
May 4	New Glasgow News
April 19	Pictou Advocate
April 19	Port Hawkesbury Reporter
April 19	Progress Bulletin
May 3	South Shore Breaker
April 19	The Casket
April 19	Tri-County Vanguard
May 4	Truro News
Posting Dates	MONTHLY
The ABC ads will run in all four editions. The next Edition is the 2023 Spring Edition.	Black Business Initiative (B2B Magazine)
May Edition	Mi'kmaq Maliseet
May Edition	Shoreline Journal
May Edition	South Cumberland Wire
Posting Dates	ONLINE
April 17-23, May 1-7, and May 15-21	AllNovaScotia
April 24-30 and May 8-14	Programmatic
Posting Dates	SOCIAL MEDIA
April 17-23, May 1-7, May 15-21	Facebook
April 17 – 30 and May 15-21	LinkedIn
Posting Dates	DIGITAL SCREENS
April 15 – May 24	Access Nova Scotia
ADDITIONAL CIRCULATION	
<ul style="list-style-type: none"> ✿ A News Release from the Minister of the Voluntary Sector regarding the Spring ABC Ad campaign will be issued during the first full week of the campaign. ✿ The Executive Council Office (ECO) will send the Ads (in both English and French) to the ABC Departmental contacts, Ministers, Deputy Ministers, Associate Deputy Ministers, Member of the Standing Committee on Human Resources, Members of the Legislative 	

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Assembly (MLA's), Special Advisors to the Minister, and the staff of the Premiers Office;

- ECO will post the ad in the Nova Scotia Barristers Society newsletter;
- ECO will e-mail the ad to all Chief Administrative Officers, Clerks, Mayors and Wardens of the municipality units and to the Libraries across the province;
- ECO will forward an e-mail to ABC Departmental contacts for circulation to stakeholder groups by the Departments on behalf of the Minister of the Voluntary Sector; and
- ECO will send an e-mail to all current ABC members on behalf of the Minister of the Voluntary Sector.