

2026 DOWNTOWN HALIFAX HOLIDAY GIFT GUIDE

AD SPECS & SUBMISSION GUIDELINES

Half-Page Ad Specs & Recommendations:

The **Downtown Halifax Holiday Gift Guide** is designed to showcase the **unique products, services, and experiences** that can only be found at businesses in [Downtown Halifax](#) and the [Spring Garden area](#).

Businesses that book a **half-page ad** can feature up to **two (2) products, services, or experiences**. Each ad will also include the **business name, contact information, a brief description** of the featured offerings, and **pricing for products**, where applicable.

TO CONFIRM YOUR PARTICIPATION, please send the information below to allana@downtownhalifax.ca BY **THURSDAY, OCTOBER 15**.

DHBC will create and assemble your ½-page ad using the information and images you provide. Please submit:

- **Business name**
- **Address**
- **Phone number** (*optional*)
- **Website and/or social media handle** (*optional*)
- **High-resolution photo(s)** of up to **two (2)** products, services, or experiences
 - *Maximum size for one photo: 4.75" wide x up to 3" high*
 - *With two photos, the recommended width is 2.375" wide each*
 - *DHBC can resize your photos for you if needed*
- **Descriptions** for each product, service, or experience
 - *Two sentences each (approx. 25 words per description)*
 - *Or one general description for the business or experience (approx. 50–80 words)*
- **Prices** of the products (*if applicable*)

*If your business has appeared in previous editions of the Downtown Halifax Holiday Gift Guide, we ask that you **feature different products, submit new photos, and/or provide updated descriptions** to help keep the Gift Guide fresh and engaging for readers.

Please do not submit pre-made ½-page ad graphics. DHBC will create a custom-designed ad using the materials you provide, helping ensure a polished and cohesive look throughout the Gift Guide.

AD EXAMPLES FROM THE 2025 DOWNTOWN HALIFAX HOLIDAY GIFT GUIDES

These examples are from the 2025 Gift Guide. Colours and fonts will differ in the 2026 version.

Half-page ad featuring 2 products:

Includes 2 photos, contact information, 2 product descriptions, and prices:



Argyle Fine Art
1559 Barrington Street, Suite 102 • (902) 425-9456 • argylefineart.com • [@argyle_fine_art](https://www.instagram.com/argyle_fine_art)

Home Sweet Home
Cozy little ceramic houses in all shapes and colours, made by Eastwood Pottery. Perfect as ornaments during the holidays or throughout the year, perched upon a windowsill or bookcase. Easy to ship and comes with a small fabric bag for gift-giving. Approx 2" H x 1.5" W. \$30 each

I WANT CANDY!
Everyone loves candy! Great stocking stuffers, these Gummy Magnets, made from glass by artist Rachelle Paul of Glass House Studios, are sugar free and fun! Various styles and colours available. Approx 1.5" H x 1.5" W. \$12 each

Half-page ad with 1 image:

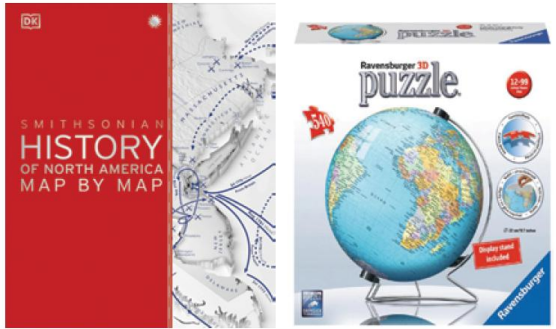
Includes 1 photo, contact information, and a general description:



Inkwell Modern Handmade Boutique
1453 South Park Street • (902) 405-8309 • inkwellboutique.ca • [@inkwellboutique](https://www.instagram.com/inkwellboutique)

Local and handmade gifts and cards to write home about! Holidays, special occasions, and 'just because' cards, along with an abundant selection of gifts, made with love, from more than 200 independent makers. Visit our Halifax store or inkwellboutique.ca for cards, prints, jewelry, bath & body, homewares, and other great gift ideas!

MORE GENERAL EXAMPLES:



Maps & More – The Travel Store
1601 Lower Water Street • (902) 422-7106 • mapsandmore.ca

History of North America Map by Map
A visual journey through North America's history via a series of engaging, detailed maps explaining key events and eras from prehistory to the 21st century. \$66

The Earth Puzzle Ball – 540 pieces
Take your geography lesson for a spin with the amazing three-dimensional puzzle globe! \$59.99



Pane e Circo
Bishop's Landing, 1475 Lower Water Street • 1515 Queen Street • panecirco.ca

Your Holiday tradition starts here!

Celebrate the season with Pane e Circo's Holiday Collection!

Make this holiday unforgettable with our handcrafted Advent Calendar, featuring 25 artisanal chocolates made in-house by our expert pastry chefs. From traditional Italian Panettone to beautifully curated gourmet gift baskets, Pane e Circo offers delicious and memorable gifts for everyone on your list.

Visit us in-store or pre-order online at panecirco.ca to share the taste of the season.



Murphy Hospitality Group
mhgpei.com • [@murphyhospitalitygroup](https://www.instagram.com/murphyhospitalitygroup)

This season, give a **Murphy Hospitality Group Gift Card**, the perfect gift for anyone on your list.

Gift Cards are available in any denomination and can be purchased at Gahan House Nova Centre, The Barrington Steakhouse & Oyster Bar or online at mhggiftcard.com. Gift cards can be redeemed at these locations, as well as any Murphy Hospitality Group location across the Maritimes, including Mysa Nordic Spa & Resort in beautiful St. Peters Bay, PEI.

Receive a free \$10 Cash Card when you purchase \$50 in Gift Cards from November 28 - December 31.



inesS® Circus
1800 Argyle Street, Suite 100 • (902) 405-5500 • inesscircus.ca • [@inesscircus](https://www.instagram.com/inesscircus)

inesS® Circus is Downtown Halifax's centre for aerial circus arts and fitness. Our brand-new location at 1800 Argyle Street features 30-foot ceilings. With over 20 years of experience, we inspire and empower individuals through classes and workshops in Aerial Silks, Pole Dance, and Aerial Hoop for youth, teens, and adults. Our vibrant community values safety, self-expression, fun, and creativity.

Prices:

- 8-week Aerial Program for Adults: \$170+tax
- 16-week Aerial Circus Winter Program for Youth: \$340+tax



See more ½ page ad examples in the 2025 Downtown Halifax Holiday Gift Guide [here](#).