CLASSIFIED ADVERTISING RATES 2017

Canada's #1 national newspaper is your connection to the most influential and responsive audience.

REAL ESTATE

	Metro 1-9 Lines	Metro 10+ Lines	National 1-9 Lines	National 10 + Lines
1–2 days	$23.77	$11.35	$28.82	$16.26
3–5 days	19.61	10.83	24.56	14.14
6–30 days	11.94	8.84	17.41	11.57

REAL ESTATE PHOTO ADS

Metro	30 Line Unit (Colour)	Additional Lines (Colour)
Friday	$412.50	$13.75

National	30 Line Unit (Colour)	Additional Lines (Colour)
Friday	$593.40	$19.78

COMMERCIAL REAL ESTATE FEATURE (APPEARS IN ROB)

30 Line Minimum	National per LIne
Tuesday and Thursday (2nd day is no charge)	$25.60
Thursday only	19.20

All insertions must appear in the same week.
Additional 25% for colour.

BUSINESS CLASSIFIEDS (APPEARS IN ROB)

3 Line Minimum	National per LIne
1–2 days	$39.12
3–5 days	25.05
6–29 days	16.14
30 days	11.62

FRANCHISES (APPEARS IN ROB)

	National per Line
1–4 days	$21.71
5–8 days	20.17
9–24 days	18.87
25–52 days	17.72

NATIONAL PERSONALS

New Frequency Program	National per Line
1X	$20
2–6x	17.50
7–12X	15

CLASSIFIED EMPLOYMENT

3 Line Minimum	Metro per Line	National per Line
3 days	$49.29	$53.01

VITAL NOTICES: DEATH NOTICES

		National per line
1 day		$11.31
2 days		10.68
3+ days	first two 9.49	additional 5.69

ALL OTHER VITAL NOTICES

	Weekday per line	Saturday per Line
1 day	$11.00	$11.60
2 days	9.86	10.36
3 days	9.13	9.65

ADDITIONAL OPTIONS FOR VITALS	Additional cost, per day
Photograph and borders	$220
Logo/heading	37
Border only	115
Double photo & border	330

PRIVATE PARTY

	Weekday per Line	Saturday per Line
1–3 days	$12.80	$18.65
4–6 days	10.73	16.52
7 days	9.36	14.23

First week at full price, then unlimited 1/2 price weeks for private sales & rentals (automotive excluded)

NATIONAL EDITION
1,318,000
average weekday readers
1,894,000
average weekend readers

METRO EDITION
673,000
average weekday readers
921,000
average weekend readers

Please note:

- Rates are effective January 1, 2017
- Rates are net, in CDN dollars.
- Ads are minimum of 3 lines unless stated otherwise.
- For Automotive advertising, please call for rates.

COMMERCIAL

	Metro per Line	National per Line
1–3 days	$25.28	$30.63
4–6 days	23.18	28.55
7–13 days	21.08	26.33
14–29 days	20.13	25.44
30+ days	19.00	24.17

THE GLOBE AND MAIL Media Group

Source: Vividata Q2 2016 Readership Study, National and Metro Edition, Total Readers.

CLASSIFIED ADVERTISING DEADLINES

ADVERTISING FEATURE/PUBLISHING DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
BUSINESS CLASSIFIEDS						
Pubset Booking & Copy	3:30pm Wed	3:30pm Thurs	3:30pm Fri	3:30pm Mon	3:30pm Tues	3:30pm Wed
Camera Ready Booking	3:30pm Thurs	3:30pm Fri	3:30pm Mon	3:30pm Tues	3:30pm Wed	3:30pm Thurs
Camera Ready Material	4:30pm Thurs	4:30pm Fri	4:30pm Mon	4:30pm Tues	4:30pm Wed	4:30pm Thurs
Copy Changes (display)	2:00pm Fri	2:00pm Mon	2:00pm Tues	2:00pm Wed	2:00pm Thurs	2:00pm Fri
Copy Changes (liners)	3:30pm Thurs	3:30pm Fri	3:30pm Mon	3:30pm Tues	3:30pm Wed	3:30pm Thurs
CLASSIFIED						
Liner ads (excluding Auto and Real Estate)	4:30pm Fri	2:30pm Mon	2:30pm Tues	2:30pm Wed	2:30pm Thurs	2:00pm Fri
Automotive Liner Ads	4:30pm Fri	2:30pm Mon	2:30pm Tues	n/a	2:30pm Thurs	2:00pm Fri
Real Estate Display (2+ columns)	4:00pm Thurs	4:00pm Fri	4:00pm Mon	12:00 noon Tues	12:00 noon Tues	4:00pm Thurs
Real Estate Display (1 column)	1:30pm Fri	12:00 noon Tues	12:00 noon Tues	12:00 noon Tues	12:00 noon Tues	12:00 noon Fri
Real Estate Liner Ads	4:30pm Fri	2:30pm Mon	2:30pm Tues	2:30pm Wed	2:30pm Wed	2:00pm Fri
BIRTHS & DEATHS text only	4:00pm Fri	4:00pm Mon	4:00pm Tues	4:00pm Wed	4:00pm Thurs	4:00pm Fri
BIRTHS & DEATHS with photo	3:00pm Fri	3:00pm Mon	3:00pm Tues	3:00pm Wed	3:00pm Thurs	3:00pm Fri

Take the next step

Contact our team for more information and to book your advertising

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