

# WEEKDAY ADVERTISING INFORMATION



<b>News</b>	Monday - Friday	All Editions	
<b>Life &amp; Arts</b>	<b>Monday</b> Health & Wellness <b>Tuesday</b> Parenting & Relationships <b>Wednesday</b> Travel <b>Thursday</b> Arts & Events	Metro National Ntlxto	<b>Camera Ready Booking/Material</b> 2 business days prior @ 4:30 pm <b>Pubset Booking/Material</b> 3 business days prior @ 4:30 pm
<b>Friday Film</b>	Friday	Metro National Ntlxto	
<b>Business</b>	Monday – Friday	National	<b>Camera Ready Booking/Material</b> 2 business days prior @ 4:30pm <b>Pubset Booking/Material</b> 3 business days prior @ 4:30pm
<b>Sports</b>	Monday - Friday	Metro National Ntlxto	
<b>Careers</b>	Mon, Wed, Fri, Sat	Central National	<b>Camera Ready Booking/Material</b> 2 business days prior @ 2:00pm <b>Pubset Booking/Material</b> 3 business days prior @ 2:00pm
<b>Drive</b>	Friday	Metro	<b>Pubset Booking/Material</b> Monday @ 12 noon <b>Camera Ready Booking</b> Monday @ 2:00pm <b>Camera Ready Material</b> Tuesday @ 12 noon
<b>Real Estate</b>	Friday	Metro NTLxto NTLxms	<b>Pubset Booking/Material</b> Monday @ 12 noon <b>Camera Ready Booking</b> Monday @ 4:00pm <b>Camera Ready Material</b> Tuesday @ 12 noon

**Please note:** all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera ready deadlines

**NATIONAL** All Canadian, US and overseas distribution

**METRO** All of Ontario, excluding Ottawa and Ottawa Valley area

**CENTRAL** Ontario and Quebec

**OTT/QUE** Ottawa area and Quebec

**WEST** Manitoba, Saskatchewan, Alberta and British Columbia

**NTLxto** National excluding Metro edition

**NTLxms** National excluding Manitoba and Saskatchewan

For creative options [GlobeLink.ca/newspaper-advertising-gallery](http://GlobeLink.ca/newspaper-advertising-gallery)

# WEEKEND ADVERTISING INFORMATION



<b>News</b>	All Editions	<b>Camera Ready Booking/Material</b> 2 business days prior @ 4:30pm  <b>Pubset Booking/Material</b> 3 business days prior @ 4:30pm
<b>Sports</b>	Metro National NTLxto	
<b>Business</b>	National	
<b>Careers</b>	National Central West	<b>Camera Ready Booking/Material</b> 2 business days prior @ 2:00pm  <b>Pubset Booking/Material</b> 3 business days prior @ 2:00pm
<b>Arts</b>	National Metro NTLxto	<b>Pubset Booking/Material</b> Thursday, 7 business days prior @ 10:00am  <b>Camera Ready Booking/Material</b> Friday, 6 business days prior @ 10:00am
<b>Opinion</b>	National	<b>Pubset Booking/Material</b> Monday, @ 3:00pm  <b>Camera Ready Booking</b> Tuesday @ 3:00pm  <b>Camera Ready Material</b> Thursday @ 4:30pm
<b>Pursuits</b>	National	<b>Pubset Booking/Material</b> Tuesday, 9 business days prior @ 4:00pm  <b>Camera Ready Booking</b> Wednesday, 8 business days prior @ 4:00pm  <b>Camera Ready Material</b> Thursday, 7 business days prior @ 4:00pm

**Please note:** all deadlines are eastern standard time | doubletruck – add 2 business days to existing camera ready deadlines

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# NATIONAL RATES

FULL PAGE = 2,800 LINES (10 COLUMNS x 280 LINES)

ALL RATES ARE GROSS

Rates are effective January 1, 2019

PLEASE NOTE: All rates are gross \$ Canadian per line (unless noted), based on annual dollar volume contract commitment.

Sections	Editions
News Business	Monday to Saturday - Metro, Central, National Monday to Saturday - National

	MONDAY TO FRIDAY			SATURDAY		
	National	Central (ON/PQ)	Metro	National	Central (ON/PQ)	Metro
Transient	\$31.88	\$27.42	\$25.18	\$35.06	\$30.16	\$27.71
\$15,000	27.91	24.00	22.04	30.69	26.38	24.24
\$25,000	27.09	23.32	21.40	29.81	25.63	23.54
\$50,000	26.30	22.62	20.78	28.94	24.88	22.85
\$100,000	25.51	21.93	20.16	28.06	24.13	22.15
\$150,000	24.70	21.26	19.52	27.18	23.38	21.48
\$250,000	23.91	20.56	18.89	26.30	22.62	20.78
\$350,000	22.96	19.75	18.14	25.26	21.72	19.94
\$500,000	21.99	18.92	17.37	24.18	20.81	19.13
\$750,000	21.03	18.09	16.61	23.14	19.91	18.29
\$1,000,000	20.08	17.27	15.87	22.09	19.00	17.45
\$1,500,000	19.14	16.46	15.12	21.03	18.09	16.61
\$2,000,000	18.17	15.63	14.37	19.97	17.19	15.80
\$2,500,000	17.22	14.80	13.61	18.94	16.29	14.95

## Colour

Monday to Saturday	National	Central	Metro
Half page plus	\$10,697	\$9,727	\$8,950
Less than half page	8,557	7,782	6,846

Sections	Editions
Real Estate Drive	Friday - National, Metro, NTLxto, NTLxms Friday - Metro

	FRIDAY			
	National	Metro	NTLxto	NTLxms
Transient	\$19.77	\$15.62	\$15.62	\$18.78
\$15,000	17.29	13.75	13.75	16.43
\$25,000	16.80	13.27	13.27	15.96
\$50,000	16.31	12.88	12.88	15.49
\$100,000	15.81	12.50	12.50	15.02
\$150,000	15.32	12.11	12.11	14.55
\$250,000	14.82	11.70	11.70	14.08
\$350,000	14.23	11.24	11.24	13.52
\$500,000	13.64	10.78	10.78	12.96
\$750,000	13.05	10.30	10.30	12.40
\$1,000,000	12.46	9.83	9.83	11.84
\$1,500,000	11.86	9.36	9.36	11.27
\$2,000,000	11.26	8.90	8.90	10.70
\$2,500,000	10.69	8.44	8.44	10.16

## Colour

Monday to Saturday	National	Metro	NTLxto	NTLxms
Half page plus	\$8,557	\$6,846	\$6,846	\$8,129
Less than half page	6,846	5,477	5,477	6,504

Before booking your ad, please refer to the Globe advertising information on page 12, and review our terms and conditions, available from [GlobeLink.ca/mediakits](http://GlobeLink.ca/mediakits)



# NATIONAL RATES

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Rates are effective January 1, 2019

FULL PAGE = 2,800 LINES (10 COLUMNS x 280 LINES)

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Sections	Editions
Sports Pursuits	Monday to Saturday - Metro, National, NTLxto Saturday - National

Sections	Editions
Opinion Arts	Saturday - National Saturday - Metro, National, NTLxto

	MONDAY TO FRIDAY			SATURDAY		
	National	Metro	NTLxto	National	Metro	NTLxto
Transient	\$14.99	\$11.84	\$11.84	\$16.48	\$13.03	\$13.03
\$15,000	13.10	10.37	10.37	14.42	11.40	11.40
\$25,000	12.73	10.06	10.06	14.03	11.07	11.07
\$50,000	12.36	9.76	9.76	13.61	10.74	10.74
\$100,000	11.99	9.47	9.47	13.19	10.42	10.42
\$150,000	11.61	9.17	9.17	12.76	10.09	10.09
\$250,000	11.24	8.87	8.87	12.36	9.76	9.76
\$350,000	10.79	8.52	8.52	11.86	9.36	9.36
\$500,000	10.32	8.17	8.17	11.37	8.99	8.99
\$750,000	9.88	7.81	7.81	10.87	8.59	8.59
\$1,000,000	9.45	7.47	7.47	10.39	8.20	8.20
\$1,500,000	9.00	7.10	7.10	9.88	7.81	7.81
\$2,000,000	8.54	6.75	6.75	9.40	7.43	7.43
\$2,500,000	8.09	6.40	6.40	8.90	7.12	7.12

## Colour

Monday to Saturday	National	Metro	NTLxto
Half page plus	\$8,557	\$6,846	\$6,846
Less than half page	6,846	5,477	5,477

**NATIONAL** All Canadian, US and overseas distribution  
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**CENTRAL** Ontario and Quebec  
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# REGIONAL RATES

FULL PAGE = 2,800 LINES (10 COLUMNS x 280 LINES)

Regional editions are only available in our News section

ALL RATES ARE GROSS

Rates are effective January 1, 2019

Western Advertising Rates	MONDAY TO FRIDAY				SATURDAY			
	Western	B.C.	Alberta	AB/Sask/ MAN	Western	B.C.	Alberta	AB/Sask/ MAN
Transient	\$8.44	\$4.82	\$3.42	\$4.45	\$9.29	\$5.31	3.76	\$4.90
\$5,000	8.44	4.35	3.09	4.00	9.29	4.78	3.40	4.41
\$10,000	7.59	4.22	2.99	3.91	8.35	4.66	3.29	4.29
\$15,000	7.38	4.22	2.99	3.91	8.13	4.66	3.29	4.29
\$25,000	7.17	4.11	2.91	3.79	7.89	4.53	3.20	4.16
\$50,000	6.97	3.98	2.83	3.66	7.66	4.37	3.11	4.04
\$75,000	6.75	3.87	2.74	3.56	7.43	4.25	3.01	3.92
\$100,000	6.54	3.74	2.65	3.45	7.20	4.12	2.92	3.80
\$150,000	6.33	3.61	2.57	3.34	6.97	3.98	2.84	3.66
\$250,000	6.08	3.48	2.57	3.20	6.69	3.83	2.72	3.52

Eastern Advertising Rates	MONDAY TO FRIDAY			SATURDAY		
	OTT	PQ	OTT/PQ	OTT	PQ	OTT/PQ
Transient	\$3.69	\$3.69	\$3.89	\$4.06	\$4.06	4.28
\$3,500	3.22	3.22	3.40	3.55	3.55	3.74
\$6,500	3.22	3.22	3.40	3.55	3.55	3.74
\$13,000	3.22	3.22	3.40	3.55	3.55	3.74
\$25,000	3.22	3.22	3.40	3.55	3.55	3.74
\$35,000	2.91	2.91	3.09	3.20	3.20	3.38
\$50,000	2.91	2.91	3.09	3.20	3.20	3.38
\$65,000	2.91	2.91	3.09	3.20	3.20	3.38

## Colour

	Western	B.C.	Alberta	AB/Sask/ MAN
Half page plus	\$6,103	\$1,967	\$1,858	\$1,967
Less than half page	\$4,880	\$1,591	\$1,485	\$1,591

## Colour

	Ottawa	PQ	OTT/PQ
Half page plus	\$2,581	\$2,581	\$2,581
Less than half page	\$2,069	\$2,069	\$2,069

OTT/QUE Ottawa area and Quebec

WEST Manitoba, Saskatchewan, Alberta and British Columbia

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**PLEASE NOTE:** All rates are gross \$ Canadian per line (unless otherwise noted), based on annual dollar volume contract commitment.

# ADVERTISING INFORMATION

## Page dimensions:

10 Columns, 8.97" wide x 20" deep - 280 Agate lines (2,800 lines per 10 column page)

## Creative advertising formats:

GlobeLink.ca/newspaper-standard-ad-units

## Production specifications and advertising FTP:

GlobeLink.ca/newspaper-advertising-specifications

## Premium Paper Positions – Saturday only

**News/ROB** - 8 pages of premium paper available (Pages 1, 2, before DPS, DPS, after DPS, IBC & OBC)

**Pursuits** – 12 pages of premium paper in total - 8 can be booked (Pages 1, 2, before DPS, DPS, after DPS, IBC & OBC)

**Sports** – 4 premium pages (pages 1, 2, IBC & OBC).

## Additional information

- **Position charge:** +25%
- **News - Front Banner:** +50%
- **News - Page 3:** +40%
- **Report on Business – Front banner:** +25%
- **Report on Business - Pages 2 & 3:** +40%
- **Floating Banners:** +50%
- **Double Trucks:** Gutter is charged as full column
- **Regional material changes:** \$579 per split  
Not available in Report on Business, Opinion and Careers

- **Charge for affidavits:** \$100
- **Cancellation charge:** 50% for ads cancelled after deadline

No cancellations accepted the day prior to publication

\$100 production charge for ads under 50 MAL that are not camera-ready

The Publisher shall not be liable for errors in advertisements beyond the actual space paid  
No liability for non-insertions of any advertisement



Media Group

## Take the next step

Your Globe Media team is ready to assist you in planning, deploying and measuring your next campaign. Let's make it the most successful one yet.

### WESTERN CANADA

**BC, NWT, Nunavut, Alberta, Saskatchewan**

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TOLL FREE 1.800.663.1311

advertisingwesternca@globeandmail.com

### TORONTO ONTARIO & MANITOBA

TEL 416.585.5111

TOLL FREE 1.800.387.9012

advertising@globeandmail.com

### EASTERN CANADA

**Ottawa Region, Quebec, Atlantic Canada**

TEL 514.982.3050

TOLL FREE 1.800.363.7526

advertisingeasternca@globeandmail.com

### UNITED STATES, WORLDWIDE

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