

Classified Advertising rates 2022

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	Colour	B/W
Tuesday and Thursday (2nd day is no charge)	\$32.96	\$26.37
Thursday only	24.72	19.78

All insertions must appear in the same week.

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, TUESDAYS)

	National per line
1-4 days	\$21.71
5-8 days	20.17
9-24 days	18.87
25-52 days	17.72

Minimum size is 1 x 50

Please note:

- Rates are effective January 1, 2022 Rates are net, in CDN dollars.
- Ads are minimum of 3 lines unless stated otherwise.
- For Automotive advertising, please call for rates.

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	\$16.43	\$17.67

IN MEMORIAM AND DEATH NOTICES

Weekdays	1 column per line	2 column, per line
1 day	\$15.71	\$16.37
2 days	14.84	15.46
3+ days	first 2 days 13.18 additional 7.91	first two days 13.72 additional 8.23
Saturday	1 column per line	2 column, per line
1 day	\$16.46	\$17.15
2 days	15.54	16.19
3+ days	first 2 days 13.81 additional 8.21	first two days 14.38 additional 8.62

SOCIAL AND BIRTH NOTICES

Weekdays	1 col, per line	2 col, per line
1 day	\$12.86	\$15.92
2 days	11.53	14.27
3+ days	10.69	13.21
Saturday	1 col, per line	2 col, per line
1 day	\$13.58	\$16.79
2 days	12.11	14.99
3+ days	11.29	13.95

ADDITIONAL OPTIONS FOR VITALS

	Additional cost, per day
Double photo and border	\$400
Photograph and borders	275
Border only	150
Logo/headering	37



NATIONAL EDITION
698,000
average weekday readers

1,807,000
average weekend readers

METRO EDITION
388,000
average weekday readers

925,000
average weekend readers

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)

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

Classified Advertising deadlines

CLASSIFICATION	PUBSET	PUBLISHING DAY/BOOKING DATE	C/R MATERIAL	FINAL CHANGES
B-B Classified (5000-5999)	3 bus days prior @ 3:30pm	2 bus days prior @ 3:30 pm	2 bus days prior @ 4:30 pm	1 bus day prior at 2 pm
Vitals (B&D) - with photo	day prior @ 3 pm	day prior 4 pm	day prior 4 pm	day prior @ 4 pm
Vitals (B&D) - text only	day prior @ 4 pm	day prior 4 pm	day prior 4 pm	day prior @ 4 pm
Classified liners (excl Auto/RE)		Mon: Fri @ 4:30 pm Tue - Fri: day prior @ 2 pm Sat: Fri @ 1:30 pm		
Classified Display (excl Auto/RE)	Mon: Fri @ noon Tue - Fri: day prior 10 am Sat: day prior @ noon	Mon: Fri @ 4:30 pm Tue - Fri: day prior @ 2 pm Sat: Fri @ 1:30 pm	Mon: Fri @ 4:30pm Tue-Fri: day prior @ 2 pm Sat: Fri @ 1:30 pm	Mon: Fri @ 4 pm Tue - Fri: day prior @ 1:30 pm Sat: Fri @ 1:30 pm
Classified Auto	Mon: Fri @ noon Tue - Thu: day prior 10 am Sat: Fri @ 10 am	Mon: Fri @ 4:30 pm Tue - Thu: day prior @ 2 pm Fri: N/A see Drive section deadlines Sat: Fri @ 1:30 pm	Mon: Fri @ 4:30pm Tue - Thu: day prior @ 2 pm Sat: Fri @ 2 pm	Mon: Fri @ 4 pm Tue - Thu: day prior @ 1:30 pm Sat: Fri @ 1:30 pm
Classified Real Estate	Mon: Fri @ noon Tue - Thu: day prior 10 am Fri: Mon @ noon Sat: Fri @ 10 am	Mon: Fri @ 4:30 pm Tue - Thu: day prior @ 2 pm Fri: Mon @ 4 pm Sat: Fri @ 1:30 pm	Mon: Fri @ 4:30pm Tue - Fri: day prior @ 2 pm Fri: Tue @ noon Sat: Fri @ 2 pm	Mon: Fri @ 4 pm Tue - Fri: day prior @ 1:30 pm Fri: Tue @ noon Sat: Fri @ 1:30 pm

Take the next step


Contact our team for more information
and to book your advertising

TEL 416.585.5111

TOLL FREE 1.866.999.9237

advertising@globeandmail.com

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