

Publishing Date: Wednesday June 2 / **Space Deadline:** Wednesday May 19 / **Material Deadline:** Wednesday May 26

Top 20 Under 20

2010 Newspaper Edition Report

Top 20 Under 20™ is a national youth awards and mentoring program presented by Youth in Motion and sponsored by Intact Insurance, the Intact Foundation, BMO Capital Markets, CTVglobemedia, PepsiCo Canada and the Institute of Chartered Accountants of Ontario to name a few. It honours young Canadians who have demonstrated a significant level of achievement, innovation and leadership, but who have not yet reached the age of twenty.

Top 20 Under 20™ is open to all young Canadians regardless of race, gender and/or religious affiliation. The only requirement is that their leadership and innovation has led to the betterment of their school, community, province and/or country. A limited number of opportunities exist for corporations and educational institutions to align themselves with this program by placing an ad in this unique and lively feature.

EXCLUSIVE ONLINE SPONSORSHIP

Online sponsorship of this report is now available through the development of a Level 1 microsite appearing online for three months and archived for a further six months.

The Level 1 microsite will include:

- Web publishing of print content of the report.
- 2 million co-branded cross promotional traffic drivers to the microsite.
- Exclusive client ad delivery within microsite (ad formats TBD).

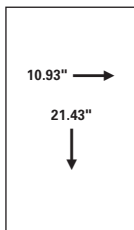
Other options are available.

For complete information, contact your online account representative or Brian Trotter.

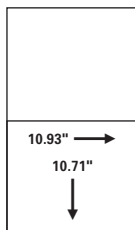
** See reverse for contact information.*

THE GLOBE AND MAIL 

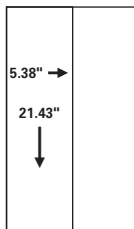
Globe and Mail.com 



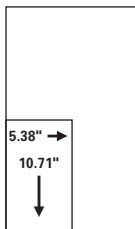
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)



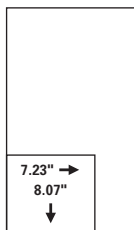
1/2 Page
900 lines
10.93" w x 10.71" d
(6 x 150)



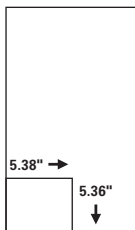
1/2 Page
900 lines
5.38" w x 21.43" d
(3 x 300)



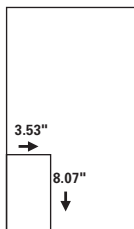
1/4 Page
450 lines
5.38" w x 10.71" d
(3 x 150)



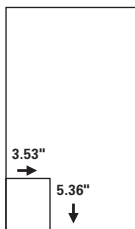
1/4 Page
452 lines
7.23" w x 8.07" d
(4 x 113)



1/8 Page
225 lines
5.38" w x 5.36" d
(3 x 75)



1/8 Page
226 lines
3.53" w x 8.07" d
(2 x 113)



1/12 Page
150 lines
3.53" w x 5.36" d
(2 x 75)



Banner
240 lines
10.93" w x 2.86" d
(6 x 40)

Top 20 Under 20

2010

General Advertising Rates

Monday to Friday

Contract Level	Gross National
Transient	\$21.13
\$25,000	17.95
\$50,000	17.43
\$100,000	16.90
\$150,000	16.37
\$250,000	15.84
\$350,000	15.21
\$500,000	14.56
\$750,000	13.94
\$1,000,000	13.31
\$1,500,000	12.68
\$2,000,000	12.04
\$2,500,000	11.41

Colour Charge \$9,885

Distribution National Edition

Mechanical Specifications

Number of Columns: 6

Column width: 1.69"

Column depth: 300 modular agate lines for full page ads (1,800 lines per 6 column page).

YOU ALSO NEED TO KNOW: Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of license) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise). All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.

THE GLOBE AND MAIL

Column Measurements

1 column	1.69"
2 columns	3.53"
3 columns	5.38"
4 columns	7.23"
5 columns	9.09"
6 columns	10.93"

Full Page Sizes

Full column depth: 300 modular agate lines, (1,800 lines per 6 column page).

Single full-page: 10.93" w x 21.43" d without folio.

Double Truck page: 22.91" w x 21.43" d without folio.

Gateway ads: Please contact your account manager for dimensions.

Material Specifications

- 100 lines per inch.
- Print resolution of 200 dots per inch.
- Minimum highlight dot: 3%.
- Maximum highlight dot: 90%.

FOR COMPLETE INFORMATION AND TO BOOK YOUR ADVERTISING SPACE, PLEASE CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE OR:

GRANT MACMILLAN Category Manager t: 416.585.5857 e: gmacmillan@globeandmail.com
SONJA TASOVSKA Project Co-ordinator t: 416.585.3318 e: stasovska@globeandmail.com

TORONTO (Ontario and Manitoba)
t: 416.585.5111 toll-free: 1.800.387.9012 f: 416.585.5698 e: advertising@globeandmail.com

EASTERN CANADA (Ottawa region, Quebec and Atlantic Canada)
t: 514.982.3050 toll-free: 1.800.363.7526 (from NFLD, NS, PEI, NB, PQ)
f: 514.982.3074 e: advertisingeasternca@globeandmail.com

BRITISH COLUMBIA AND NORTHWEST TERRITORIES
t: 604.685.0308 toll free: 1.800.663.1311 f: 604.685.7549 e: advertisingwesternca@globeandmail.com

ALBERTA AND SASKATCHEWAN
t: 403.245.4987 f: 403.244.9809 e: aurlacher@globeandmail.com

U. S., MEXICO AND THE CARIBBEAN Media-Corps Inc., San Diego, CA
t: 858.366.4265 toll-free: 1.866.744.9890 f: 866.355.5990 e: rlaplante@media-corps.com

INTERNATIONAL
For a complete list of international representatives, visit globelink.ca/contactus

Electronic Delivery:

- AdForward website. (adforward.globeandmail.ca) – preferred.
- ftp site (adftp.globeandmail.ca).

File Formats:

- High resolution PDF – preferred.
- High resolution EPS with fonts embedded.
- Native Quark or InDesign files with fonts and images.

- A proof of the material, whether for colour or black and white ads, must accompany ALL ad submissions, including electronic delivery.

- For a complete ad specification book and for quality guidelines, please visit adforward.globeandmail.ca.