

2010

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Editorial
Feature

TOP 40 UNDER 40

This is the 15th year of Canada's Top 40 Under 40 Awards, a high-profile, national event that celebrates the country's most innovative and visionary young leaders. This Globe and Mail special report will feature profiles of the 40 winners of this year's awards. Recipients are selected for their outstanding vision and leadership, innovation and achievement, impact, community involvement and development strategy. Past winners of the Top 40 Under 40 now represent a Who's Who of leaders in business, science and social organizations. This year's achievers will be joining them very soon.

RELEVANT RESEARCH

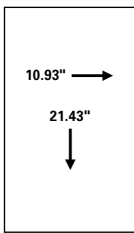
Weekday Globe readers:

- » 30% of Globe readers are managers or professionals (Index 169)
- » Globe readers are almost two times more likely than the average person to have university degrees

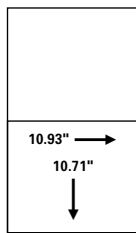
Source: NADbank 2008 Study; Base: 49 National Reader Markets



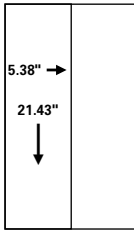
THE GLOBE AND MAIL 



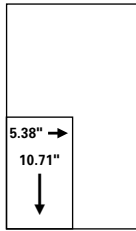
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)



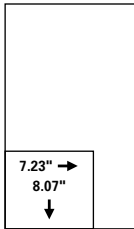
1/2 Page
900 lines
10.93" w x 10.71" d
(6 x 150)



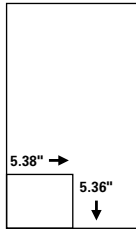
1/2 Page
900 lines
5.38" w x 21.43" d
(3 x 300)



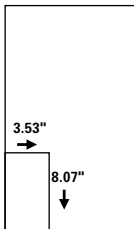
1/4 Page
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5.38" w x 10.71" d
(3 x 150)



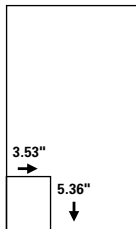
1/4 Page
452 lines
7.23" w x 8.07" d
(4 x 113)



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 40 Under 40

2010

Advertising Rates

	National
Flat rate per agate line	\$16.00 (net)

Colour Rates

	National
Colour	\$10,083

Colour Charge \$10,083

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%.

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.

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

BRIAN TROTTER Category Manager t: 416.585.5618 e: btrotter@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
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INTERNATIONAL

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