

# 2010 Home Buyers Guide

**VISION:** Whether a residential home, and income or a vacation property, buying a home can be a long term commitment, so buyers need to be prudent in their purchases and aware of all the potential issues that can result from it. This report will examine home ownership from all levels. From the family starting out to the would-be real estate mogul, our report will make readers better prepared to venture into the real estate market.

Editorial Special Report

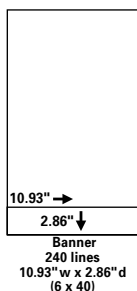
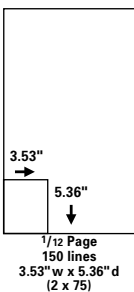
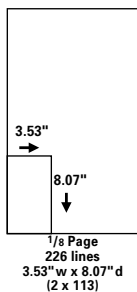
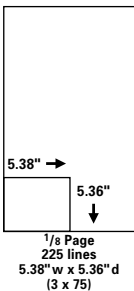
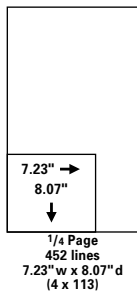
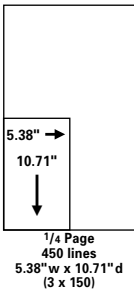
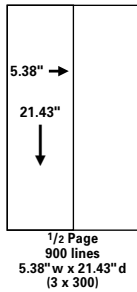
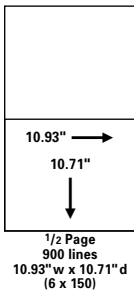
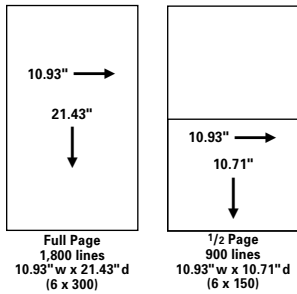


**PUB DATE: MAY 4 BOOKING DEADLINE: APRIL 20 MATERIAL DEADLINE: APRIL 27**

## TENTATIVE TOPICS:

- » The family home check list – schools, parks, neighbourhood can all impact your decision to buy and stay.
- » Your first real estate investment. Assessing the cash flow implications relative to expenses of rental properties.
- » Funding home improvements via home equity.
- » The house flip. Tips from people who make a living this way.

**THE GLOBE AND MAIL** 



## General Advertising Rates

Monday to Friday

Contract Level	Gross National
<b>Transient</b>	<b>\$45.84</b>
\$25,000	38.96
\$50,000	37.81
\$100,000	36.67
\$150,000	35.52
\$250,000	34.38
\$350,000	33.00
\$500,000	31.62
\$750,000	30.24
\$1,000,000	28.88
\$1,500,000	27.51
\$2,000,000	26.13
\$2,500,000	24.76

**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.

## 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  
CHRISTINA KAKALETRIS Project Co-ordinator t: 416.585.3321 e: ckakaletris@globeandmail.com

TORONTO (Ontario and Manitoba)  
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EASTERN CANADA (Ottawa region, Quebec and Atlantic Canada)  
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f: 514.982.3074 e: advertisingeasternca@globeandmail.com

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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](http://globelink.ca/contactus)

## Electronic Delivery:

- AdForward website. ([adforward.globeandmail.ca](mailto:adforward.globeandmail.ca)) – preferred.
- ftp site ([adftp.globeandmail.ca](ftp://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](http://adforward.globeandmail.ca).