

Travel and Credit Card REWARDS

THURSDAY
SEPTEMBER 23

2010

NEWSPAPER ADVERTISING SUPPLEMENT

BOOKING
DEADLINE:
THURSDAY SEPTEMBER
9

MATERIAL
DEADLINE:
THURSDAY SEPTEMBER
16

Reward programs continue to play an ever-growing role in the lives of Canadian consumers. More and more people are discovering that points can make all the difference as they look for ways to stretch travel and household dollars.

This supplement will serve as a consumer's guide to all that's new in the marketplace from banks, retailers and the travel industry's big players. We'll survey new products and enhancements to existing rewards programs, offering advice on smart collecting from both points enthusiasts and industry insiders.

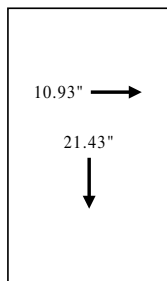
AMONG TOPICS UNDER CONSIDERATION:

- » Hotel chains roll out new packages and refine established plans for frequent guests.
- » Airline update.
- » Strategies for leveraging your points to enhance this summer's family holiday.
- » Trends: The changing preferences of Canadians for collecting and redeeming rewards.
- » Making the most of your hard-earned points. Big-time collectors share their strategies.
- » High tech tools for collecting, redeeming and keeping track of your rewards.
- » Card issuers, retailers and the travel industry develop new partnerships.
- » Loyalty points for small business: Latest offerings from card issuers.
- » Many travellers are looking for rewards that ease the stress of their time on the road, and card issuers are delivering options to satisfy that demand.

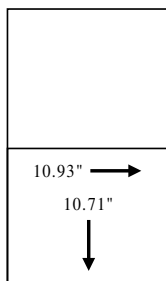
RELEVANT RESEARCH: Globe and Mail M-F Readers

- » 70% of Globe readers belong to a customer rewards program (Index 120).
- » Over 1 in 3 belongs to an airline rewards program (Index 177).
- » Over 1 in 4 belongs to a credit card rewards program (Index 146).

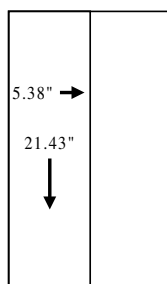
Source: PMB 2009 - Fall 2 Year Study; Base: Total Canada - Adults 18+



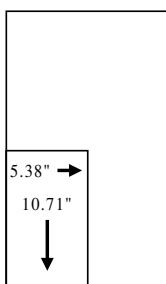
Full Page
1,800 lines
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(6 x 300)



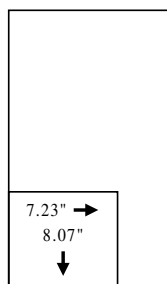
1/2 Page
900 lines
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(6 x 150)



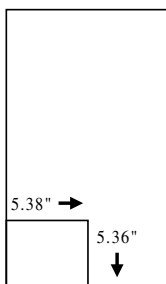
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900 lines
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(3 x 300)



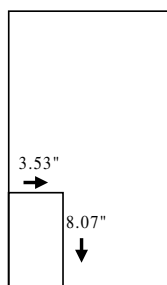
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450 lines
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(3 x 150)



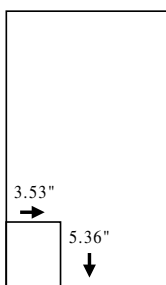
1/4 Page
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7.23" w x 8.07" d
(4 x 113)



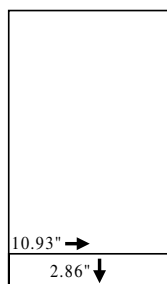
1/8 Page
225 lines
5.38" w x 5.36" d
(3 x 75)



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)

General Advertising Rates

Monday to Friday

Transient Rate: \$29.47

Contract rates for Special Reports/ROB/News apply.

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).

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.

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

NATALIE PRIOR Category Manager t: 416.585.5056 e: nprior@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

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.

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