



# 2011 PRE-PRINTED INSERTS general rates



**While we're delivering The Globe and Mail to Canada's most coveted readership, what can we deliver for you?**

**REACH**

The Globe and Mail's audience consists of Canada's most influential and affluent citizens who have the purchasing power – whether personal or corporate – to follow up on the needs and desires that advertisements in The Globe generate.

**PRESTIGE**

Your pre-printed advertising inserts will be delivered with Canada's foremost daily information package of the best and deepest coverage of national, international and business news.

**SPEED AND RELIABILITY**

The Globe and Mail offers advertisers access to a highly sophisticated, national system for distribution of pre-printed advertising inserts.

**MORE FLEXIBILITY AND TARGETING OPPORTUNITIES**

Your inserts can be delivered to The Globe and Mail's full national circulation or to select regions across Canada.

**YOU'LL BE IN GOOD COMPANY**

Advertisers representing a growing variety of products and services find The Globe and Mail to be an efficient and very effective medium that carries their message to their target market.

**ADVERTISING RATES**

NUMBER OF PAGES	COST PER 1,000
2	\$76.56
4-8	99.43
12-16	105.27
20-24	111.65
28-32	116.97
36+	134.49

**PRICING FORMULA**

(Quantity x cost per 1,000)

- Please call your account representative for circulation figures.
- Price cannot be less than the minimum rates listed per plant.

**MINIMUM RATES**

PER PLANT	MINIMUM \$
Toronto	\$6,888
Montreal	2,725
Halifax	2,195
Estevan	2,126
Calgary	2,393
Vancouver	3,187
All Plants	16,911

**IMPORTANT NOTES**

**THIRD PARTY ADVERTISING**

Rates do not apply to inserts containing third party advertising (i.e. most magazines and inserts published outside The Globe and Mail that contain advertising).

Please contact Michael Anderson, Globe Distribution Services, 416.585.5455, fax 416.585.5869 for more information and rates.

**HAND INSERTS**

Additional charges of \$100 per thousand for hand inserting.

**POSTAL CODE (FSA) DISTRIBUTION**

Additional \$150 per thousand; available for Toronto region home subscribers only.

**LATE DELIVERY CHARGES**

Less than 3 business days prior to insertion: \$500/Toronto Plant and \$300/other plants.

**CANCELLATION CHARGES**

Less than 5 days prior to insertion: 50% of original order.  
 Less than 10 days prior to insertion: 25% of the original order.

**EXCLUSIVITY**

'Exclusive' inserts must have prior written approval from the Vice President, Advertising Sales.

**RESERVATIONS**

Insert bookings are subject to availability and must conform to The Globe and Mail's insert specifications. Please contact your advertising sales representative for details.

**BLOW-IN INSERTS**

Supplied inserts cannot contain blow-in inserts.

All rates are gross. Prices in Canadian dollars.

**CONTACT US**

**TORONTO**

Ontario & Manitoba  
 tel: 416.585.5111 | toll-free: 1.800.387.9012  
 fax: 416.585.5698  
 advertising@globeandmail.com

**EASTERN CANADA**

(Ottawa region, Quebec & Atlantic Canada)  
 tel: 514.982.3050 | toll-free: 1.800.363.7526  
 fax: 514.982.3074  
 advertisingeasternca@globeandmail.com

**BRITISH COLUMBIA, NORTHWEST TERRITORIES AND NUNAVUT**

tel: 604.685.0308 | toll-free: 1.800.663.1311  
 fax: 604.685.7549  
 advertisingwesternca@globeandmail.com

**ALBERTA AND SASKATCHEWAN**

tel: (CGY) 403.245.4987 | fax: 403.244.9809  
 toll-free: (EDM) 1.800.663.1311 ext. 6606  
 fax: 604.685.7549  
 toll-free: (SK) 1.800.663.1311 ext. 6639  
 fax: 604.685.7549  
 advertisingwesternca@globeandmail.com

**UNITED STATES, MEXICO & CARIBBEAN**

tel: 858.366.4265  
 toll-free: 1.866.744.9890  
 fax: 866.355.5990  
 rlplante@media-corps.com

Contact directory

[globelink.ca/directory](http://globelink.ca/directory)

Newspaper information

[globelink.ca/newspaper](http://globelink.ca/newspaper)

Creative formats

[globelink.ca/newspaper/adformats](http://globelink.ca/newspaper/adformats)

Production specifications

[globelink.ca/newspaper/productioncentre](http://globelink.ca/newspaper/productioncentre)

Upload completed advertising

[globelink.ca/adforward](http://globelink.ca/adforward)

Download Globe and Mail tearsheets and invoices

[globebilling.ca](http://globebilling.ca)

**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 licence) 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, available from [globelink.ca/termsandconditions](http://globelink.ca/termsandconditions), or request a printed copy from your advertising representative.



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## MECHANICAL SPECIFICATIONS

- Minimum Size: 4" wide x 6" deep
- Maximum Size: 10" wide x 10.5" deep
- Maximum weight: Up to 220 grams for a mechanical spec.
- Larger products may be hand-inserted for an additional charge.
- Maximum number of pages for all digest sized inserts is 32 pages.

MINIMUM PAPER WEIGHT	
NUMBER OF PAGES	STOCK
2 pages	7 pt. stock
4 pages	70 lb. stock
8 pages	50 lb. stock
12+ pages	45 lb. stock

**NOTE:** All newsprint products must be a minimum of 8 pages, 30 lb. stock and must be quarter folded. All trimmed booklets must be quarter folded, stitched or bound to prevent product separation during insertion.

## SAMPLES

A sample or specifications of the insert must be provided to confirm the reservation. Specs provided must include paper stock, dimensions and number of pages. The sample can be a mock-up and should be folded to final size.

No accordion-style or plastic-wrapped inserts can be mechanically inserted. Supplied inserts cannot contain blow-in inserts. Inserts must have one closed edge to ensure proper insertion by our equipment. All inserts with perforations must be tested prior to insertion. For insert samples requiring testing, please send 25 copies to The Globe and Mail, 444 Front St. West, Toronto, ON, M5V 2S9, Attention Michael Anderson or Tony Faria, Circulation Department for approval.

Any insert not meeting our specifications may be manually inserted with approval of the Circulation Department. An additional handling fee will apply. Limited to Monday to Friday home delivery circulation.

## SHIPPING INSTRUCTIONS

All quotations exclude freight to The Globe and Mail plants. The client and/or agency will arrange for delivery and prepay all delivery expenses (including any customs brokerage fees).

All insert material must arrive at our printing plants during normal receiving hours five to seven business days (does not include Saturdays or Sundays) prior to the insertion date.

The shipping addresses and receiving hours of our printing plants are listed on the Insert Order Form. All insert products must be supplied bulk skids, unless being distributed by hand-insertion. All hand-inserts (including FSA delivery) must be supplied cross-tied in bundles of 20. Please contact your representative for details on insert specs, quantities, shipping and pallet loading instructions.

Any insert that is received less than three business days prior to the insertion date without previous notification of delay, is improperly labeled or is received in a damaged condition will be cancelled and/or rescheduled. Any expenses incurred by The Globe and Mail will be charged to the client.

Any insert material remaining after insertion will be recycled immediately unless prior written arrangements are made. Any cancelled inserts not removed from the plants by the client within three days of cancellation will be recycled immediately unless prior written arrangements for re-scheduling or removal by the client are made. Cancellation charges will apply to all inserts cancelled less than ten days prior to insertion.

## MULTIPLE VERSIONS

Maximum of two versions per plant. Inserts must be identical in size, number of pages and paper stock. Only content may vary. Product must be separated and clearly labelled prior to delivery to our plants.

## MIXED SPLIT-RUN INSERTS (A-B SPLITS)

Mixed split-run inserts (A-B splits) must arrive pre-mixed and with the correct distribution indicated on the shipment label. Inserts must be identical in size, number of pages and paper stock. Only content may vary.

## SHIPMENT LABELS

All inserts must be labeled with the following information:

- The Globe and Mail
- Client name and insert title
- Date of insertion
- Total number of inserts shipped
- Number of inserts on each pallet
- Total number of pallets shipped
- Name, address and phone number of printer/shipper
- Name and phone number of client's customs broker (for cross-border shipments)

**NOTE:** All cross-border shipments should also include a description of goods (printed matter) and the value of the material on the waybill for quicker customs clearance. The client should notify their customs broker prior to shipment.

**All cancellations or delivery delays should be reported immediately to Michael Anderson at (416) 585-5455 or Tony Faria at (416) 585-5412.**

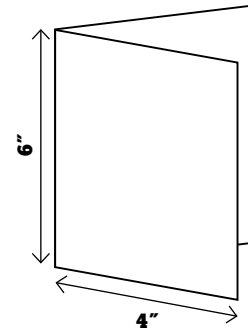
**All insert samples/mock-ups should be sent to:**  
The Globe and Mail, Circulation Department,  
444 Front Street West, Toronto, Ontario M5V 2S9

**Attention: Michael Anderson** - Insert Coordinator  
416.585.5455 • mwanderson@globeandmail.com

**Tony Faria** - Insert Coordinator  
416.585.5412 • tfaria@globeandmail.com

Please include a contact name, phone number with your sample. Inserts that do not meet our specifications may be hand inserted for home delivery only. An additional handling fee will apply.

## MINIMUM SIZE



## MAXIMUM SIZE

