

# CENTRE PILLAR

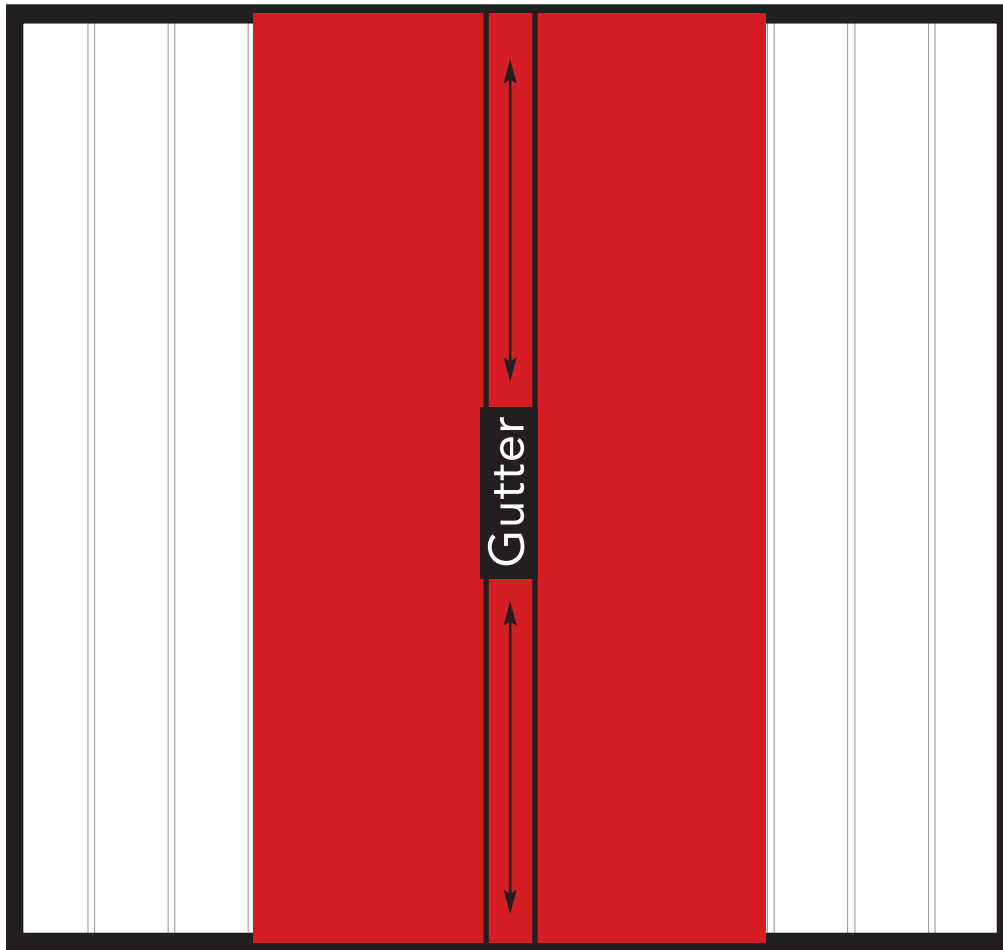
## DEADLINES

**Booking/Material Deadline:** Regular booking deadline for the section the ad is running in. (Booking is based on colour and doubletruck availability)

## PRODUCTION CONSIDERATIONS

- Text and important image elements should not run through the gutter.

This type of creative advertisement requires a unique design consideration. For this reason, a centre pillar can only be printed in certain sections of the newspaper and only on certain days of the week.



**Left Hand Page**  
**Right Hand Page**

3 columns x 300 lines  
3 columns x 300 lines

**Ad runs through gutter**  
**Total Size** 7 columns x 300 lines

## nextsteps

THE GLOBE AND MAIL

- ▶ **For additional Informations**  
contact your account manager
- ▶ **View our advertising rate cards**  
[www.globelink.ca/newspaper/ratecards](http://www.globelink.ca/newspaper/ratecards)
- ▶ **For detailed production specs**  
[www.globelink.ca/newspaper/specs](http://www.globelink.ca/newspaper/specs)

- ▶ **Toronto** • (Ontario & Manitoba) • tel: **416.585.5111** toll-free: **1.800.387.9012**
- ▶ **Eastern Canada** (Ottawa Region, Quebec & Atlantic Canada) • tel: **514.982.3050**  
toll-free: **1.800.363.7526** (from NFLD, NS, PEI, NB, PQ)
- ▶ **Western Canada** • tel: **604.685.3038** toll-free: **1.800.663.1311** (from BC, AB, SK, NT)
- ▶ **United States, Mexico & Caribbean** • (Media-Corps Inc., San Diego, CA)  
tel: **858.366.4265** • toll-free: **1.866.744.9890** • email: [rlaplante@media-corps.com](mailto:rlaplante@media-corps.com)