



CONNECT WITH THE UPWARDLY MOBILE

Mobile devices have become indispensable for people on-the-move and away from their computers. Positioning your brand on The Globe and Mail's Mobile platform GlobeandMail.mobi delivers your message to smart consumers who want to stay connected to what's going on in the world – anytime, anywhere!

Globeandmail.mobi delivers all of the news and information readers have come to expect from The Globe and Mail – news headlines, sports scores, market updates and weather – directly to any Web-enabled mobile device.

Globe readers' adoption of mobile phones is above average. More than 70% own these devices while only 63% of the population have mobile phones. They use mobile phones with advanced features – phones that have web browsing and capabilities.

Ownership of Smartphones is high. Close to one in five readers own these products (Index 160)

Readers can access content from our websites on their BlackBerry, Smartphone or PDA web browser – staying connected to Canada's best source of essential news content.

POSITION YOUR MOBILE MESSAGE ALONGSIDE PREMIUM CONTENT

The Globe and Mail's reputation for delivering the best news content and analysis is unsurpassed in newspaper, magazine and online formats. Our Mobile service is optimized for easy access, with quick loading, detailed content.

Work with us to implement an innovative and engaging mobile advertising presence and connect with our audience.



REACH AFFLUENT ON-THE-GO CONSUMERS

Extend your connection to the best educated, most affluent and media-savvy audience in Canada.

Our mobile advertising opportunities allow advertisers to target the on-the-go readers wherever they are and whatever they are doing.



THE GLOBE AND MAIL iPHONE APP

...alone application downloaded from the App Store in iTunes, containing Globe and Mail stories, optimized for the iPhone screen.

- » As articles are uploaded to theglobeandmail.com they are automatically ported to the iPhone application along with full text and images from the web site stories
- » Optional social media interaction: Sharing to Facebook, Twitter and via Email
- » A rating system that will feed into the 'popular articles' tab
- » The ability to easily switch to the previous or next article



ADVERTISING OPPORTUNITIES

On globeandmail.mobi, our content pages contain a pair of identical banner ad positions which will appear at the top and bottom of each page.

On the iPhone app, a banner ad will appear in a fixed position near the bottom of each screen that displays content.

Banners can also link to a separate Landing Page that can contain additional creative. Landing page can be developed for a nominal additional charge.

PLEASE NOTE:

Supported image formats are .gif, .jpg, .jpeg and .png. To maximize loading times, we recommend an ad file size of less than 40 kB. Minimal animation (eg. .gif files) is also supported. For complete Mobile ad specifications, please contact your Account Manager.

AD SIZES

.mobi site	iPhone app
300x48 pixels	320x48 pixels

NEXT STEPS

- » **CONTACT YOUR ACCOUNT MANAGER** for additional information
- » **LEARN MORE BY VISITING** globelink.ca/online/mobile
- » **VIEW OUR ADVERTISING RATE CARD** globelink.ca/online/ratecards
- » **CONTACT INFORMATION** 1-800-387-9012 x3368 or 416-585-3368 or websales@globeandmail.com