



Financial Planning

Pub Date: September 22, 2010
Booking Deadline: September 8, 2010
Material Deadline: September 15, 2010

Vision: In the aftermath of the 2008 financial crisis, improving financial literacy amongst Canadians has become part of the agenda for governments, institutions, corporations, associations and, most importantly, individual Canadians. On September 22, The Globe and Mail will advance this agenda with the first of 4 special editorial reports dedicated to improving the financial acumen of our readers.

Tentative Topics:

- Getting started: Defining and prioritizing goals.
- The value of advice: Financial health needs a plan.
- Imparting financial wisdom to your children.
- Simple tips that can control day-to-day expenses.
- Life, health and disability: Are you appropriately covered?

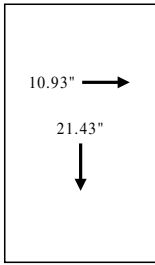
Research:

Globe and Mail readers:

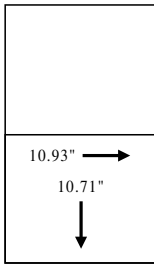
- Are 21% more likely to have sought financial advice over the past 12 months.
- Investible assets are 2X higher than the average Canadian adult.
- Are 20% more likely to have a line of credit.
- Are 22% more likely to have an RRSP
- Are 35% more likely to have a mutual fund.

Source: 2009 NADbank Study

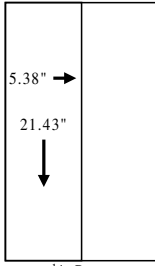
FINANCIAL PLANNING



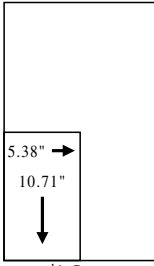
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)



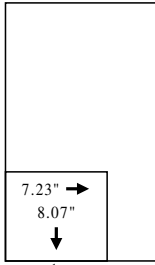
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900 lines
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(6 x 150)



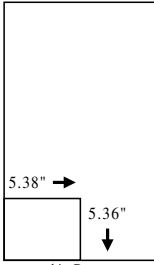
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(3 x 300)



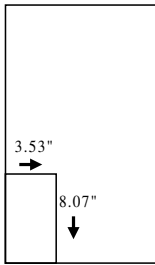
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(3 x 150)



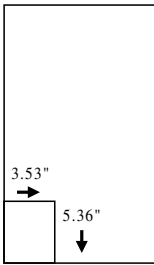
1/4 Page
452 lines
7.23" w x 8.07" d
(4 x 113)



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)

updated: july 7/10 • revision by: UB

General Advertising Rates

Contract Level	Gross	
		National
Transient		\$45.84
\$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).

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"

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

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INTERNATIONAL

For a complete list of international representatives, visit globelink.ca/contactus

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%.

Electronic Delivery:

- AdForward website.
• 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.

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