

2010 REPORT ON SMALL BUSINESS



BUSINESS

Issue Date: October 19 **Ad Close:** October 5 **Material Deadline:** October 12

Editorial line up:

- » How to inspire loyalty from your staff
- » The best way to curb tech costs now
- » The five keys to succeeding abroad
- » How to outsource without losing your shirt
- » Creating a succession plan that ensures your business – and your family – thrives
- » The top small business sectors set for growth
- » The inside scoop on seeking cash from an investor who has seen it all

NUMBER OF BUSINESSES

- » There are just over 1 million small businesses in Canada that have employees (excludes self-employed entrepreneurs). Ninety-eight per cent of businesses in Canada have fewer than 100 employees.
- » Each year, approximately 139,000 new small businesses are created in Canada.

CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

- » On average, small businesses with fewer than 50 employees contribute about 22 per cent to Canada's GDP.

EMPLOYMENT

- » As of 2006, small businesses employed approximately 5 million individuals in Canada, or 48 per cent of the total labour force in the private sector.
- » Small businesses created 60,000 jobs between the first quarter of 2006 and the first quarter of 2007, accounting for nearly 30 per cent of all jobs created in Canada.
- » Approximately 15 per cent of all employed workers in the Canadian economy in 2006 were self-employed.

RESEARCH AND DEVELOPMENT

- » In 2003, small businesses in Canada spent just over \$3-billion on R&D.
- » As a percentage of revenue, spending on innovation in 2006 by small businesses in Canada was significantly greater than that by larger firms.

EXPORTING

- » Over 1 in 3 Globe M-F readers are small business employees (less than 100 employees).

Source: PMB 2009 (Base - Those that responded to company size question).

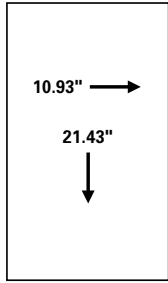
WHY ADVERTISE IN THE GLOBE AND MAIL

- » 289,000 Globe readers work in small businesses.
- » Globe readers are 2.7 times more likely than the average small business employee to have a senior management position.

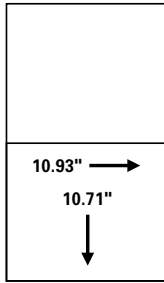
Source: PMB 2009 (Base - those working in companies with <100 employee)

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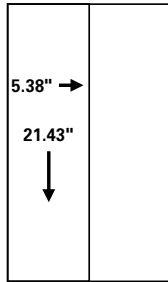
Sample Advertising Sizes



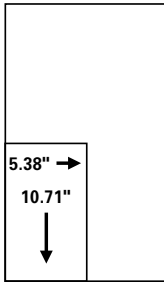
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)



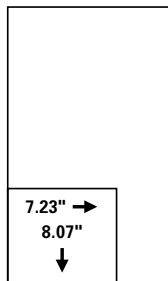
1/2 Page
900 lines
10.93" w x 10.71" d
(6 x 150)



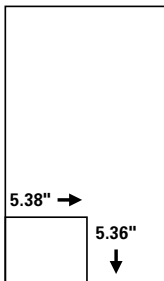
1/2 Page
900 lines
5.38" w x 21.43" d
(3 x 300)



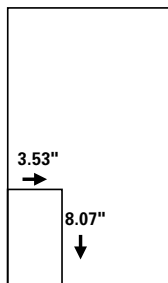
1/4 Page
450 lines
5.38" w x 10.71" d
(3 x 150)



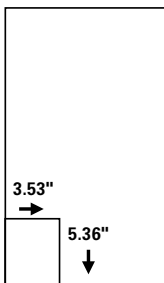
1/4 Page
452 lines
7.23" w x 8.07" d
(4 x 113)



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)

General Advertising Rates

Monday to Friday

| 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" |

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).

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.

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 license) 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 – ask for a printed copy from your Globe and Mail advertising representative.

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

ANDREA D'ANDRADE Category Manager t: 416.585.5368 e: adandrade@globeandmail.com
LIZ MASSICOTE Project Co-ordinator t: 416.585.5484 e: lmassicote@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

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ALBERTA AND SASKATCHEWAN

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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

THE GLOBE AND MAIL