

THE GLOBE AND MAIL

REPORT ON BUSINESS

MAGAZINE

CANADA'S MOST-READ BUSINESS MAGAZINE

globeandmail.com

2008

ADVERTISING FEATURE

MBA PROFILES



In-depth and internationally recognized managerial skills are more sought-after than ever before. Achieving this expertise means more and more business-minded Canadians are considering MBA programs. How can business school candidates be reasonably sure they choose the right program for them?

Introducing **MBA Profiles**,
a new feature appearing in
Report on Business magazine
and on **Globeandmail.com**.

On a monthly basis, Report on Business magazine will custom-create a four-page MBA feature on behalf of a supporting business school. Details of the program and photo of the campus will be provided, potentially with a message from the dean and profile of well-know alumni. The content will also be placed in PDF format online for one month, on Globeandmail.com's education hub. 1 million promotional ad units in banner and earlug format, appearing across Globeandmail.com will drive users to the MBA Profile.

REPORT ON BUSINESS MAGAZINE AND
GLOBEANDMAIL.COM PROVIDE OUTSTANDING
ENVIRONMENTS FOR YOUR SCHOOLS MESSAGING

- | Each issue of Report on Business magazine reaches 1,340,000 readers.* They are over 3 times more likely than the average person to have a post-graduate degree.*
- | Globeandmail.com users are 2.3 times more than the average person to have a post-graduate degree**

SOURCES: * PMB 2007 **NADbank 2006 (50 national product markets)

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

CATEGORY MANAGER

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PROJECT CO-ORDINATOR

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INVESTMENT

\$40,000 net

ADVERTISING INFORMATION

PRODUCTION REQUIREMENTS

Advertisement Sizes	Live	Trim	Bleed
Page	7 1/4 x 10	8 1/8 x 10 3/4	8 5/8 x 11 1/4
DPS	15 1/2 x 10	16 3/8 x 10 3/4	17 1/8 x 11 1/4
1/2 Horz	7 1/4 x 4 15/16	8 1/8 x 5 3/8	8 5/8 x 5 7/8
1/2 Horz DPS	15 1/2 x 4 15/16	16 3/8 x 5 3/8	17 1/8 x 5 7/8

GENERAL REQUIREMENTS FOR ADVERTISING MATERIAL

I DPS ads must be set up as single pages

I All disks (Zip, CD, Jaz) must be supplied with a digital halftone proof (eg. Polaproof, Kodak Approval)

I Non-halftone digital proofs (eg. thermal, dye sublimation or ink-jet proofs) are not recommended without colour calibration with our printing press

I Laser proofs and colour keys are not acceptable proofs

General Requirements for Macintosh QuarkXPress files

I All high-resolution files in CMYK (minimum 300 dpi)

I All TIFFS and EPS files must be placed in your document

I Adobe Illustrator files must be saved with a preview and all placed art or images must be included

I QuarkXPress data and hyphenation files must be included if using QuarkXPress 3.0 or earlier

I All screen and printer fonts used in the document (plus all EPS files) must be supplied

I All colours must be defined as CMYK with separation turned on in the edit colours dialog box

I Ads with drop shadows should be layered in offset text boxes

I Include a printout of the directory list of all files, fonts, EPS files, etc.

General Requirements for PDF files

I Optimized PDF with thumbnail preview (PDFX 1 preferred)

I Output resolution set to 2400 dpi

I No compression or resampling

I Embed all fonts

I All embedded art or images should be high resolution in CMYK (minimum 300 dpi)

I No colour conversion and all colours should be defined as CMYK

Mechanical Specifications

I Web offset printing

I 133 Line screen

I Perfect Bound

*2008 Closing Dates

Dates are subject to change.

YOU ALSO NEED TO KNOW:

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