

**CUSTOM-CREATED, FOUR-PAGE
FEATURES EVERY MONTH**

MBA profiles

In-depth and internationally recognized managerial skills are more sought after than ever before. Achieving expertise means more and more business-minded Canadians are considering MBA programs.

How can business school candidates be reasonably sure they choose the program right for them? MBA Profiles, a feature appearing in Report on Business magazine and on Globeandmail.com, effectively addresses this challenge.

On a monthly basis, Report on Business magazine will custom-create and publish a four-page feature on behalf of a supporting business school. Details of the MBA program, campus photo, dean's message, alumni profiles and more can all be potential elements of the content. One page of the feature will be allotted to the sponsoring school's advertising message.

A PDF version of the completed feature will be created and placed on The Globe and Mail's outstanding education site, GlobeCampus.ca. One million promotional ad units in leaderboard and earlug format appearing across Globeandmail.com will drive users to the online MBA Profile.

Each MBA Profile will appear exclusively in Report on Business magazine and for one month on Globeandmail.com.

investment:
\$48,500



WHY CONSIDER REPORT ON BUSINESS MAGAZINE?

Report on Business magazine and Globeandmail.com provide outstanding environments for your school's message.

- Each issue of Report on Business magazine reaches 1,358,000 readers. They are almost three times more likely than the average person to have a postgraduate degree. (Index 296)

Source: PMB 2008 – Age 18+

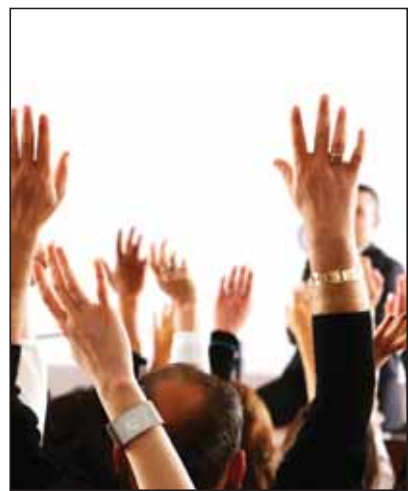
- Globeandmail.com users are 2.2 times more likely than the average person to have a postgraduate degree. (Index 222)

Source: NADbank 2007 (49 National Readership markets)

FOR MORE INFORMATION PLEASE CONTACT:

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SEE REVERSE FOR RELEVANT DATES

ADVERTISING INFORMATION

RELEVANT DATES

Issue:	Publication Date:	Space Close:	Material Close:
February 2009	Friday, January 30, 2009	Tuesday, December 1, 2008	Tuesday, December 22, 2008
March	Friday, February 27, 2009	Thursday, January 1, 2009	Friday, January 30, 2009
April	Friday, March 27, 2009	Monday, January 26, 2009	Monday, March 2, 2009
May	Friday, April 24, 2009	Wednesday, February 25, 2009	Thursday, March 27, 2009
June	Friday, May 29, 2009	Friday, March 27, 2009	Monday, May 4, 2009
July	Friday, June 26, 2009	Monday, April 27, 2009	Wednesday, May 27, 2009
September	Friday, August 28, 2009	Monday, June 29, 2008	Thursday, July 30, 2009
October	Friday, September 25, 2009	Monday, July 27, 2009	Friday, August 28, 2009
November	Friday, October 30, 2009	Friday, August 28, 2009	Friday, October 2, 2009
December	Friday, November 27, 2009	Monday, September 28, 2009	Monday, November 2, 2009
January 2010	Friday, January 1, 2010	Wednesday, November 18, 2009	Saturday, December 5, 2009

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

- » **DPS ads must be set up as single pages**
- » **All disks (Zip, CD, Jaz) must be supplied with a digital halftone proof (eg. Polaproof, Kodak Approval)**
- » **Non-halftone digital proofs (eg. thermal, dye sublimation or ink-jet proofs) are not recommended without colour calibration with our printing press**
- » **Laser proofs and colour keys are not acceptable proofs**

General Requirements for Macintosh QuarkXPress files

- » All high-resolution files in CMYK (minimum 300 dpi)
- » All TIFFS and EPS files must be placed in your document
- » Adobe Illustrator files must be saved with a preview and all placed art or images must be included
- » QuarkXPress data and hyphenation files must be included if using QuarkXPress 3.0 or earlier
- » All screen and printer fonts used in the document (plus all EPS files) must be supplied
- » All colours must be defined as CMYK with separation turned on in the edit colours dialog box
- » Ads with drop shadows should be layered in offset text boxes
- » Include a printout of the directory list of all files, fonts, EPS files, etc.

General Requirements for PDF files

- » Optimized PDF with thumbnail preview (PDFX 1 preferred)
- » Output resolution set to 2400 dpi
- » No compression or resampling
- » Embed all fonts
- » All embedded art or images should be high resolution in CMYK (minimum 300 dpi)
- » No colour conversion and all colours should be defined as CMYK

Mechanical Specifications

- » Web offset printing
- » 133 Line screen
- » Perfect Bound

*2009 Closing Dates

Dates are subject to change.

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.