

Enterprise Technology

THE GLOBE AND MAIL

REPORT ON BUSINESS
MAGAZINE

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In the October 2009 issue of Report on Business Magazine **Report on Enterprise Technology**

Issue Date **September 25** | Space Close: August 5 | Material due August 28

VISION Now more than ever, businesses rely on information to power their drive to success — and technology is making it possible for them to amass great volumes of data. But this wealth of information also presents challenges in how enterprises can most effectively store, organize and harness data to advance their business goals.

Fortunately, technology also offers solutions to these challenges. In this special report, we'll look at some of these solutions — from business intelligence software and knowledge management systems, to cloud computing, blade servers, and enterprise-scale email management solutions. Even the challenge of how to best meet the energy demands of vast data storage has been answered by innovative technologies such as remote server power control — just another example of how information technology is keeping pace with technology-driven business information.

By any measure Report on Business magazine is the publication of choice.

RESEARCH Report on Business Magazine indicies:

- Technology**
- Involved in business purchasing of: computers (hardware, software, internet) **236**
- used telephone/internet banking in past three month **144**
- used a laptop at work **302**
- used internet in the past 30 days **136**
- have a hand held organizer **176**
- have two or more pc's at home **143**

For complete advertising information and to book your space, please contact your Globe and Mail account manager or:
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ADVERTISING INFORMATION

RELEVANT DATES

Issue:	Publication Date:	Space Close:	Material Close:
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

*2009 Closing Dates

Dates are subject to change.

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