

National Advertising Rates



ADVERTISING RATES EFFECTIVE JANUARY 1, 2012. ALL RATES ARE GROSS \$ CANADIAN PER LINE (UNLESS OTHERWISE NOTED), BASED ON ANNUAL DOLLAR VOLUME CONTRACT COMMITMENT BEFORE BOOKING YOUR AD, PLEASE BE SURE TO REFER TO THE GLOBE ADVERTISING INFORMATION ON PAGE 11 AND THE TERMS AND CONDITIONS ON PAGE 12

FULL PAGE SIZE

10 COLUMNS X 280 AGATE LINES

- **NEWS** appears daily, in all editions
- **REPORT ON BUSINESS** appears daily in the National Edition
- **GLOBE T.O.** appears Saturday in the Metro edition

	MONDAY TO FRIDAY			SATURDAY		
	NATIONAL	ONTARIO/QUEBEC	METRO	NATIONAL	ONTARIO/QUEBEC	METRO
Transient	\$31.25	\$26.88	24.69	\$34.37	\$29.57	\$27.17
\$15,000	27.36	23.53	21.61	30.09	25.86	23.76
\$25,000	26.56	22.86	20.98	29.23	25.13	23.08
\$50,000	25.78	22.18	20.37	28.37	24.39	22.40
\$100,000	25.01	21.50	19.76	27.51	23.66	21.72
\$150,000	24.22	20.84	19.14	26.65	22.92	21.06
\$250,000	23.44	20.16	18.52	25.78	22.18	20.37
\$350,000	22.51	19.36	17.78	24.76	21.29	19.55
\$500,000	21.56	18.55	17.03	23.71	20.40	18.75
\$750,000	20.62	17.74	16.28	22.69	19.52	17.93
\$1,000,000	19.69	16.93	15.56	21.66	18.63	17.11
\$1,500,000	18.76	16.14	14.82	20.62	17.74	16.28
\$2,000,000	17.81	15.32	14.09	19.58	16.85	15.49
\$2,500,000	16.88	14.51	13.34	18.57	15.97	14.66
COLOUR	HALF PAGE PLUS			LESS THAN HALF PAGE		
MON - SAT	NATIONAL	ONTARIO/QUEBEC	METRO	NATIONAL	ONTARIO/QUEBEC	METRO
	\$10,697	\$9,727	\$8,557	\$8,557	\$7,782	\$6,846

- **GLOBE ARTS** appears daily in the Metro and National editions
- **GLOBE BOOKS** appears Saturday in the National edition within Globe Arts
- **GLOBE FOCUS** appears Saturday in the National edition
- **GLOBE LIFE** appears Monday through Friday in the Metro and National editions
- **GLOBE SPORTS** appears daily in the Metro and National editions

	MONDAY TO FRIDAY			SATURDAY		
	NATIONAL		METRO	NATIONAL		METRO
Transient	\$14.70		\$11.61	\$16.16		\$12.77
\$15,000	12.84		10.17	14.14		11.18
\$25,000	12.48		9.86	13.75		10.85
\$50,000	12.12		9.57	13.34		10.53
\$100,000	11.75		9.28	12.93		10.22
\$150,000	11.38		8.99	12.51		9.89
\$250,000	11.02		8.70	12.12		9.57
\$350,000	10.58		8.35	11.63		9.18
\$500,000	10.12		8.01	11.15		8.81
\$750,000	9.69		7.66	10.66		8.42
\$1,000,000	9.26		7.32	10.19		8.04
\$1,500,000	8.82		6.96	9.69		7.66
\$2,000,000	8.37		6.62	9.22		7.28
\$2,500,000	7.93		6.27	8.73		6.90
COLOUR	HALF PAGE PLUS			LESS THAN HALF PAGE		
MON - SAT	NATIONAL		METRO	NATIONAL		METRO
	\$8,557		\$6,846	\$6,846		\$5,477

- **GLOBE STYLE** appears Saturday in the National edition

	NATIONAL
Transient	\$19.69
\$25,000	17.35
\$50,000	16.95
\$100,000	16.55
\$150,000	16.15
\$250,000	15.77
\$350,000	15.29
\$500,000	14.83
\$750,000	14.35
\$1,000,000	13.89
\$1,500,000	13.41

- **GLOBE REAL ESTATE** appears Friday in the Metro edition
- **GLOBE TRAVEL** appears Saturday in the Metro, Central and National editions

	MONDAY TO FRIDAY			SATURDAY		
	NATIONAL	ONTARIO/QUEBEC	METRO	NATIONAL	ONTARIO/QUEBEC	METRO
Transient	\$19.38	\$16.67	\$15.31	\$21.30	\$18.33	\$16.84
\$15,000	16.95	14.57	13.48	18.65	16.04	14.74
\$25,000	16.47	14.16	13.01	18.12	15.58	14.31
\$50,000	15.99	13.76	12.63	17.59	15.12	13.89
\$100,000	15.50	13.34	12.25	17.05	14.66	13.47
\$150,000	15.02	12.92	11.87	16.52	14.20	13.05
\$250,000	14.53	12.49	11.47	15.99	13.76	12.63
\$350,000	13.95	12.00	11.02	15.34	13.19	12.12
\$500,000	13.37	11.51	10.57	14.71	12.65	11.62
\$750,000	12.79	11.00	10.10	14.08	12.10	11.11
\$1,000,000	12.22	10.50	9.64	13.42	11.56	10.61
\$1,500,000	11.63	10.00	9.18	12.79	11.00	10.10
\$2,000,000	11.04	9.50	8.73	12.14	10.45	9.61
\$2,500,000	10.48	8.99	8.27	11.52	9.90	9.09
COLOUR	HALF PAGE PLUS			LESS THAN HALF PAGE		
MON - SAT	NATIONAL	ONTARIO/QUEBEC	METRO	NATIONAL	ONTARIO/QUEBEC	METRO
	\$8,557	\$7,782	\$6,846	\$6,846	\$6,225	\$5,477

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FULL PAGE SIZE

10 COLUMNS X 280 AGATE LINES

B.C. REAL ESTATE AVAILABLE SATURDAY B.C. SECTION B.C. EDITION

FRIDAY

	B.C. (GROSS)
Transient	\$4.88
\$5,000	4.39
\$10,000	4.26
\$15,000	4.26
\$25,000	4.15
\$50,000	4.02
\$75,000	3.90
\$100,000	3.79
\$150,000	3.65
\$250,000	3.51

PAGE SIZES For other size options please see your account manager

Full Page	10 columns x 280 agate lines
1/2 Page	10 columns x 140 agate lines or 5 columns x 280 agate lines
1/4 Page	5 columns x 140 agate lines

BOOKING DEADLINES (PACIFIC TIME)

PUBSET BOOKING AND COPY
CAMERA-READY SPACE BOOKING
CAMERA-READY MATERIAL
COPY CHANGES

PUBLISHING DATE: FRIDAY
1:30 Tuesday
1:30 pm Wednesday
1:30 pm Tuesday
11:00 am Thursday

Regional Edition Rates



WESTERN ADVERTISING RATES

MONDAY TO FRIDAY

	WESTERN	BC	ALBERTA	AB/SASK/MAN
Transient	\$8.27	\$4.73	\$3.35	\$4.36
5,000	8.27	4.26	3.03	3.92
10,000	7.44	4.14	2.93	3.83
15,000	7.24	4.14	2.93	3.83
25,000	7.03	4.03	2.85	3.72
50,000	6.83	3.90	2.77	3.59
75,000	6.62	3.79	2.69	3.49
100,000	6.41	3.67	2.60	3.38
150,000	6.21	3.54	2.52	3.27
250,000	5.96	3.41	2.42	3.14

SATURDAY

	WESTERN	BC	ALBERTA	AB/SASK/MAN
Transient	\$9.11	\$5.21	\$3.69	\$4.80
5,000	9.11	4.69	3.33	4.32
10,000	8.19	4.57	3.23	4.21
15,000	7.97	4.57	3.23	4.21
25,000	7.74	4.44	3.14	4.08
50,000	7.51	4.28	3.05	3.96
75,000	7.28	4.17	2.95	3.84
100,000	7.06	4.04	2.86	3.73
150,000	6.83	3.90	2.78	3.59
250,000	6.56	3.75	2.67	3.45

EASTERN ADVERTISING RATES

MONDAY TO FRIDAY

	OTTAWA	PQ	OTT/PQ	ATL	EASTERN
Transient	\$3.62	\$3.62	\$3.81	\$3.27	\$6.78
3,500	3.16	3.16	3.33	2.85	6.78
6,500	3.16	3.16	3.33	2.85	5.94
13,000	3.16	3.16	3.33	2.85	5.84
25,000	3.16	3.16	3.33	2.85	5.74
35,000	2.85	2.85	3.03	2.59	5.63
50,000	2.85	2.85	3.03	2.59	5.54
65,000	2.85	2.85	3.03	2.59	5.36

SATURDAY

	OTTAWA	PQ	OTT/PQ	ATL	EASTERN
Transient	\$3.98	\$3.98	\$4.20	\$3.59	\$7.46
3,500	3.48	3.48	3.67	3.14	7.46
6,500	3.48	3.48	3.67	3.14	6.53
13,000	3.48	3.48	3.67	3.14	6.41
25,000	3.48	3.48	3.67	3.14	6.30
35,000	3.14	3.14	3.31	2.84	6.20
50,000	3.14	3.14	3.31	2.84	6.08
65,000	3.14	3.14	3.31	2.84	5.90

COLOUR CHARGES

WESTERN COLOUR CHARGES

	WESTERN	BC	ALBERTA	AB/SASK/MAN
Half Page Plus	\$6,103	\$1,967	\$1,858	\$1,967
Less Than Half Page	4,880	1,591	1,485	1,591

EASTERN COLOUR CHARGES

	OTTAWA	PQ	OTT/PQ	ATL	EASTERN
Half Page Plus	\$2,581	\$2,581	\$2,581	\$2,581	\$3,747
Less Than Half Page	2,069	2,069	2,069	2,069	2,997

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EARLUG SIZE

ALL SECTIONS: 2.36 INCHES WIDE X .75 INCHES DEEP

SECTION FRONTS

SECTION FRONTS	FREQUENCY	MONDAY TO FRIDAY		SATURDAY	
		METRO	NATIONAL	METRO	NATIONAL
Report on Business	Transient	—	\$1,508	—	\$1,585
	26x	—	1,483	—	1,558
	52x	—	1,442	—	1,512
Pages Within ROB: Globe Investor (Mon-Fri) /Property Report (Tues)/TGIM (Mon)	Transient	—	744	—	779
	26x	—	485	—	509
	52x	—	445	—	467
Sports (Monday through Saturday)	Transient	559	708	589	746
Globe Arts (Monday through Saturday)	26x	552	698	579	733
Globe Life (Monday through Friday)	52x	534	677	560	711
Travel (Saturday)	Transient	739	933	777	983
	26x	727	921	763	965
	52x	706	894	741	935
Globe T.O. (Saturday) Metro Edition	Transient	—	—	589	—
	26x	—	—	579	—
	52x	—	—	560	—
Globe Careers (Monday/Wednesday/Friday/Saturday)	Transient	—	499	—	550
	26x	—	330	—	365
	52x	—	303	—	332
Globe Drive (Friday) Metro Edition	Transient	\$744			
Globe Real Estate (Friday) Metro Edition	26x	485			
	52x	445			