



2011 APPOINTMENT NOTICE

report on business



No other newspaper in Canada offers such prestige and status

For decades, Appointment Notices in The Globe and Mail have been a valuable and effective way to introduce key personnel to Canada's top business leaders and decision-makers. Equally important, Appointment Notices in The Globe and Mail are a positive reflection of the human talent that builds successful organizations. What more could you ask for?

A COMPLETE COMMUNICATIONS PACKAGE

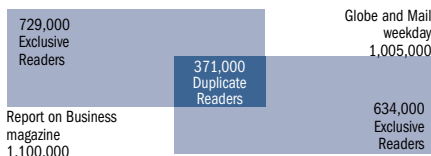
- Your appointment notice will appear in editorial style in the Report on Business section of The Globe and Mail - National Edition.
- Placement in the Weekly Appointment Review the following Monday including the appointee's photo, name, title and company name.
- Placement of headshots, designation and company name in the next available issue of Report on Business magazine.
- Posting and archiving on The Globe Web Centre - where on average more than 3.3 million unique visitors per month* access over 100 million page views per month* - with links to your company Web site and to any previous Appointment Notice that ran in The Globe and Mail after June, 1996. Also included is a link to your globeinvestor.com snapshot (if available).
- Each appointee will receive a plaque of the notice.

ADVERTISING RATES

	NATIONAL
1-day package (per agate line)	\$45.17

NOTE: Only 2, 4, 6, 8 & 10 column insertions accepted Includes:

- Colour photo and company logo only.
- Daily edition of Report on Business
- Weekly Appointment Review
- Report on Business magazine
- Online
- Plaque
- 2nd insertion at 25% of gross cost of original ad



GLOBE AND MAIL NEWSPAPER**

Average Monday to Friday readership: 1,005,000
Average Saturday readership: 1,036,000
Report on Business magazine** readership: 1,100,000

**Reach: Low duplication

729,000 Report on Business magazine readers (73%) do not read the weekday Globe and Mail.

Advertising rates shown are per line per day. All rates are gross. Prices in Canadian dollars.
*SOURCE: Comscore Dec. 2010

**SOURCE: PMB 2010 - Age 18+

STYLE

All appointment notices under 350 agate lines must follow Globe and Mail editorial style:

- 1 person (photo) per double column
- Copy must be written in the third person. Web address allowed. Phone numbers, e-mail or address not permitted.
- Italics or uppercase permitted on company names and/or proper names of publications.
- Company logos are placed at the base of announcements. A maximum of 15 agate lines is permitted.

PHOTO

Electronic file or colour glossy 5" x 7" photo preferable of head and shoulders. Only professional photos will be accepted. Photos will be sized to 1.715" w x 2.57" d (36 lines deep).

PHOTO/TEXT SPECIFICATIONS

ELECTRONIC

Photo(s): Min. 300 DPI, Min. 5" x 7"
File format: EPS, JPEG or TIFF
Copy: Word document
Logo: Min. 300 DPI

HARD COPY

Photo(s): Colour glossy
5" x 7"
Logo: Company letterhead

DEADLINE

Copy and photo(s) must be submitted 3 business days prior to publication date.

CREATIVE FREEDOM

Any appointment notice greater than 350 agate lines has creative design freedom.

FREQUENCY

Daily in Report on Business.

NEWSPAPER SPECIFICATIONS

Please call your sales representative for details.

CONTACT US

TORONTO

Ontario & Manitoba
tel: 416.585.5111 | toll-free: 1.800.387.9012
fax: 416.585.5698
advertising@globeandmail.com

EASTERN CANADA

(Ottawa region, Quebec & Atlantic Canada)
tel: 514.982.3067 | toll-free: 1.800.363.7526
fax: 514.982.3074
advertisingeasternca@globeandmail.com

BRITISH COLUMBIA, NORTHWEST TERRITORIES AND NUNAVUT

tel: 604.685.0308 | toll-free: 1.800.663.1311
fax: 604.685.7549
advertisingwesternca@globeandmail.com

ALBERTA AND SASKATCHEWAN

tel: (CGY) 403.245.4987 | fax: 403.244.9809
toll-free: (EDM) 1.800.663.1311 ext. 6606
fax: 604.685.7549
toll-free: (SK) 1.800.663.1311 ext. 6639
fax: 604.685.7549
advertisingwesternca@globeandmail.com

UNITED STATES, MEXICO & CARIBBEAN

tel: 858.366.4265
toll-free: 1.866.744.9890
fax: 866.355.5990
rlaplante@media-corps.com

Contact directory

globelink.ca/directory

Newspaper information

globelink.ca/newspaper

Creative formats

globelink.ca/newspaper/adformats

Production specifications

globelink.ca/newspaper/productioncentre

Upload completed advertising

globelink.ca/adforward

Download Globe and Mail tearsheets and invoices

globebilling.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 licence) 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, available from globelink.ca/termsandconditions, or request a printed copy from your advertising representative.



2011 APPOINTMENT NOTICE

DHX Media Ltd.



Laura Formusa

Michael Donovan, Chairman and CEO of DHX Media Ltd., is pleased to announce the election of Laura Formusa to the Board of Directors. Ms. Formusa is CEO and a director of HydroOne Inc. Her career spans more than 30 years at Ontario Hydro and Hydro One where she held various senior positions before being appointed its General Counsel in 2003 and CEO in 2007. Ms. Formusa is currently serving a second term as Trustee to the Banting Research Foundation.

DHX Media Ltd. is a leading international producer and distributor of television programming and interactive content with an emphasis on children, family and youth markets. TSX: DHX



www.dhxmedia.com

GLOBE EDITORIAL STYLE

2X110 = 220 LINES

Cost: \$9,937.40

APPOINTMENT NOTICE



John E. Ferguson

Louis O'Brien, Chairman of the Board of SCI Group Inc., is pleased to announce the appointment of John E. Ferguson as SCI's President and Chief Executive Officer.

In his new role, Mr. Ferguson will lead SCI's three operating units: Progistix, SCI Logistics and First Team Transport and is responsible for SCI's national footprint of 13 distribution facilities, its transportation operations and 1200 SCI associates.

Mr. Ferguson brings over 20 years of experience in operations, business development, logistics, supply chain management and global forwarding in Canada and internationally. He was previously Vice President and General Manager of Schneider National Inc.'s international logistics business based in Savannah, Georgia and served as Vice President and General Manager of Canadian Operations. Prior appointments include various executive management roles with PBB Global Logistics.

SCI is one of Canada's largest third-party logistics providers, offering value added warehousing, distribution, contract logistics and specialized transportation services to a wide range of industries including telecommunications, retail/e-tail, healthcare, industrial and high-tech. SCI's innovative supply chain solutions, national network and skilled team optimize companies' supply chains from sourcing to final delivery. SCI is a member of the Canada Post Group of Companies.



CREATIVE FORMAT EXAMPLE*

4X88 = 352 LINES

Cost: \$15,899.84

APPOINTMENT NOTICES

COLUMN WIDTH MEASUREMENTS

2	47mm	1.85"
4	98mm	3.85"
6	149mm	5.86"
8	200mm	7.87"
10	251mm	9.88"