



2011 AUTOMOTIVE RETAIL RATES



GLOBE DRIVE, CLASSIFIED AUTOMOTIVE

Note: Globe Drive section appears Friday in the Metro Edition only

Monday to Friday		
	NATIONAL	METRO
Transient	\$12.54	\$6.14
\$15,000	10.96	5.38
\$25,000	10.66	5.21
\$50,000	10.34	5.07
\$100,000	10.03	4.91
\$150,000	9.71	4.76
\$250,000	9.40	4.60
\$350,000	9.03	4.42
\$500,000	8.65	4.23
\$750,000	8.28	4.05
\$1,000,000	7.90	3.86
\$1,500,000	7.90	3.86
\$2,000,000	7.90	3.86
\$2,500,000	7.90	3.86

Saturday		
	NATIONAL	METRO
Transient	\$13.79	\$6.75
\$15,000	12.06	5.92
\$25,000	11.73	5.74
\$50,000	11.38	5.58
\$100,000	11.03	5.41
\$150,000	10.68	5.23
\$250,000	10.34	5.07
\$350,000	9.92	4.86
\$500,000	9.52	4.67
\$750,000	9.09	4.46
\$1,000,000	8.68	4.25
\$1,500,000	8.68	4.25
\$2,000,000	8.68	4.25
\$2,500,000	8.68	4.25

GLOBE DRIVE COLOUR CHARGES (per insertion)

		METRO
Ad Size - Half-Page Plus	1-25 weeks	\$5,383
	26-52 weeks	\$4,462
Ad Size - Less Than Half-Page	1-25 weeks	\$4,305
	26-52 weeks	\$3,569

All rates are net. Prices in Canadian dollars. Advertising rates shown are per line, based on annual dollar volume contract commitment.

DEADLINES

CLASSIFIED – LINER ADS

ISSUE DAY	MATERIAL DEADLINE	
Monday	Saturday	1:30pm
Tuesday	Monday	2:30pm
Wed. Thurs. Fri.	Monday	4:00pm
Saturday	Friday	1:00pm

CLASSIFIED – PUB-SET ADS

ISSUE DAY	MATERIAL DEADLINE	
Monday	Friday	2:00pm
Tuesday - Thurs	Monday	12:00pm
Friday	See Globe Drive section deadlines	
Saturday	Friday	10:00am

FRIDAY GLOBE DRIVE SECTION DEADLINES

Pubset Booking	Monday	12:00pm
Camera-Ready Booking	Monday	2:00pm
Copy Change & Camera-Ready Material	Tuesday	12:00pm

All deadlines are based on Eastern Time.

In addition to the standard ad formats, Globe Drive allows the following 3 sizes:

- 6 x 30 } 5.86 inches x 2.14 inches
- 6 x 50 } 5.86 inches x 3.57 inches
- 8 x 60 } 7.87 inches x 4.29 inches

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: 514.982.3050 | 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.