



2011 GLOBE CAREERS *west*

(Manitoba, Saskatchewan, Alberta, BC, Yukon, NWT, Nunavut)



The Careers section of The Globe and Mail serves both those at the top of their game as well as those who are headed there.

But it's not just a place to reach corporate movers and shakers.

Professionals in a wide variety of industries - from healthcare to engineering - look to Globe Careers to see what's available in their field, and to learn about everything from job-hunting strategies to workplace etiquette.

Because Globe Careers is national in scope, it lets advertisers cast a wider net which, in turn, means they're more likely to be able to find the top talent they're after.

The Globe and Mail reaches over 70 per cent of C-level executives.**

Globe Careers is the smart place to start any recruiting campaign.

* Source: NADBank 2009 - 48 National Readership Markets + 25 Central Markets

** Source: 2007 Business Pulse Study

READERSHIP*

AVERAGE MONDAY TO FRIDAY - ADULTS 18+:
229,000

AVERAGE SATURDAY - ADULTS 18+:
280,000

ADVERTISING RATES

MONDAY, WEDNESDAY, FRIDAY AND SATURDAY
3-day combination package published within a 7-day period includes Wednesday and the choice of Friday, Saturday or Monday.

Careers West 3-DAY PACKAGE

\$15.57 / line

(\$5.19 / line)

Rates include colour

Repeat the package for a second week at half price.
(Weeks must be consecutive)

Minimum advertising size is 100 agate lines.
Only 2, 4, 5, 6, 8, 10 column ads accepted

Advertising columns 228 MAL or more in depth are charged full column depth.

PRINT & CLICK PACKAGE

Add 30 days of exposure on Canada's biggest job site, workopolis.com. Single job posting \$299.
Multiple job postings within the same ad \$399.

DEADLINES

PUBLICATION DAY	PUB-SET MATERIAL	BOOKING/ CAMERA-READY MATERIAL
Monday	Wed. 2:00pm	Thurs. 2:00pm
Wednesday	Fri. 2:00pm	Mon. 2:00pm
Friday	Tues. 2:00pm	Wed. 2:00pm
Saturday	Wed. 2:00pm	Thurs. 2:00pm

Deadlines are based on Eastern Time.

CATEGORY HEADINGS

- Careers
- Healthcare/Social Services Careers
- Academic Careers
- International Careers

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.



COLOUR MODES

- All colour ads must be created in CMYK colour mode. Any ads containing spot colour or RGB will be converted automatically. The Globe and Mail is not responsible for any shifts in colour as a result of having to convert the material.

TOTAL INK DENSITY

- Images, text, tints, line elements and logos should have a maximum ink density of 240%.
- If the total ink density is above 240%, The Globe and Mail will adjust the ink density without notification using The Globe and Mail's ICC Colour Profile.

IMAGE RESOLUTION

- All monochrome/line art should be created at 2400 dpi.

DOT GAIN

- Dot gain is 26%
- Using The Globe and Mail's ICC Profile will automatically adjust colour images for 26% dot

WHITE/KNOCKOUT/REVERSE TYPE, MINIMUM TYPE SIZE

- Serif type, no smaller than 14pt
- Sans serif type, no smaller than 12pt
- All White/knockout/reverse type should be set to knockout.

BLACK TINTS, LOGOS AND LINE ELEMENTS

- All tints, lines and black logos should be created as black only and set to overprint.
- Lines should be no smaller than 0.5pt.
- If line elements are 2pt or larger, they can be created as white and set to knockout, or created using multiple colours.

GRAY TINTS, LOGOS AND LINE ELEMENTS

- Gray tints, logos and line elements should be created using black only.
- The use of four colour gray is not recommended.

TEXT REQUIREMENTS

- Black text should be created as black only and set to overprint.
If a four colour black is desired, use a maximum of the following percentages: 40% cyan, 40% magenta, 40% yellow, and 100% black. However, black only text is preferable for reproduction purposes.
- Text smaller than 24pt should be created as black only.
- If text is larger than 24pt, text can be created using multiple colours.