



2011 CLASSIFIED RATES



Rates are per agate line, per insertion unless stated otherwise • Classified, Business Classified, National Personals and the Birth and Death notice sections are based on a 5-column grid • Ads minimum of 3 lines unless stated otherwise • All deadlines are based on Eastern Standard Time • Rates are net, in Canadian dollars • For Globe Auto and Employment advertising, please call for rates • Colour is now available at reasonable rates in Classified, Business Classified and National Personals - please call for details

CLASSIFIED DEADLINES

Monday to Thursday before 2:30pm for the next day unless otherwise stated • Wednesday before 2:00pm for Friday Globe Real Estate liners • Friday before 6:00pm for Monday • Pub-set advertising 2 days prior, no later than noon • Copy changes 1 day prior, no later than noon • Allow one extra day for colour ads and larger ads to be set by our Art Department

Real Estate

	METRO 1-9 LINES	METRO 10+ LINES	NATIONAL 1-9 LINES	NATIONAL 10+ LINES
1-2 days	\$22.62	\$10.81	\$27.43	\$15.48
3-5 days	18.67	10.31	23.38	13.46
6-30 days	11.37	8.42	16.57	11.01

Real Estate - Photo Ads

30 line minimum (1x30) on a 5 column grid.

2-day package - Buy Friday & receive Saturday @ half price.

METRO	30 LINE UNIT B&W	30 LINE UNIT COLOUR	ADD'L LINES B&W	ADD'L LINES COLOUR
Friday	\$316.50	\$392.70	\$10.55	\$13.09
Saturday*	158.40	196.50	5.28	6.55

NATIONAL	30 LINE UNIT B&W	30 LINE UNIT COLOUR	ADD'L LINES B&W	ADD'L LINES COLOUR
Friday	\$455.70	\$564.90	\$15.19	\$18.83
Saturday*	227.85	282.60	7.60	9.42

GLOBE REAL ESTATE DEADLINES (appears Fridays)

- Pubset booking deadline is Tuesday before noon.
- Camera-ready booking deadline is Tuesday before 4:00pm.
- Liners deadline is Wednesday before 2:00pm.

Business Classified

3 LINE MINIMUM	NATIONAL
1-2 days	\$36.50
3-5	23.38
6-29	15.06
30	10.84

BUSINESS CLASSIFIED DEADLINE

By 4:30pm, two business days prior to publication date for liners or camera-ready.

Franchises

30 line minimum (1x30) on a 5 column grid.

Appears Tuesdays and Saturdays.

	NATIONAL
1-4 consecutive days	\$21.28
5-8 days	19.77
9-24 days	18.50
25-52 days	17.37

Combination buy - run a second ad within a seven day period and charge is half price.

Commercial Real Estate Feature

30 line minimum (1x30) on a 5 column grid

All insertions must appear in the same week.

	NATIONAL
Tuesday and Thursday in ROB	\$23.89
Thursday only	\$17.91

Franchise and Commercial Real Estate Deadline

Pub-set advertising - 3 business days prior to publication, by 4:30pm.

National Personals

Appears in the Classified section.

Regular Classified deadlines apply.

	NATIONAL
1 - 3 Consecutive Saturdays	\$17.61
4 - 5 Consecutive Saturdays	14.77

VITAL NOTICES - Death Notices

	NATIONAL
1 day	\$10.98
2 days	10.36
3+ days	(first 2 days) 9.22 (subsequent days) 5.51

Births, Socials and other Vital Notices

	WEEKDAY	SATURDAY
1 day	\$10.57	\$11.16
2 days	9.48	9.96
3 days	8.78	9.27

Vital Symbols and Photos

	PER DAY
Photograph Notice	\$200.00
Logo/Heading	36.00
Border only	80.00

VITAL NOTICE DEADLINES

TEXT ONLY: Before 4:00pm for the next day's

National Edition, except for Saturday, when

deadline is 3:00pm Friday.

NOTICE WITH PHOTO: Sunday - Friday, 3:00pm

GLOBE AUTO DEADLINES (appears Fridays)

- Pubset booking deadline is Monday before noon.
- Camera-ready booking deadline is Monday before 2:00pm.
- Liners deadline is Monday before 4:00pm.

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

globlink.ca/directory

Newspaper information

globlink.ca/newspaper

Creative formats

globlink.ca/newspaper/adformats

Production specifications

globlink.ca/newspaper/productioncentre

Upload completed advertising

globlink.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 globlink.ca/termsandconditions, or request a printed copy from your advertising representative.



2011 CLASSIFIED RATES

<p>3.85" wide x 4.25" deep 120 agate lines</p>	<p>1.85" wide x 5" deep 70 agate lines</p>	
<p>1.85" wide x 3.5" deep 50 agate lines</p>	<p>1.85" wide x 2.875" deep 40 agate lines</p>	<p>1.85" wide x 0.75" deep 10 agate lines</p>
<p>1.85" wide x 1.06" deep 15 agate lines</p>	<p>1.85" wide x 2.125" deep 30 agate lines</p>	