



2011 EDUCATION & SEMINARS RATES



Calling all types of educational facilities: public, private, vocational, continuing and academic skills upgrading. Under this banner your advertising will reach more of the people who are in your best prospects

- 1 in 3 Globe readers have children under the age of 18, and are 57% more likely to have an RESP for children.**
- 56% of Globe readers have a university degree (Index 256), and 1 in 4 readers have a post graduate degree (Index 320)**
- Globe readers are more likely than the average person to be attending a university or college, and twice as likely to be enrolled in a masters, PhD, or professional designation program.**
- Globe Readers are more likely than the average person to influence education/training decisions in their organization (Index 164).**

Get our Brand working for your Brand.

READERSHIP*

AVERAGE MONDAY TO FRIDAY – ADULTS 18+:

National Edition: 912,000

Metro Edition: 573,000

AVERAGE SATURDAY – ADULTS 18+:

National Edition: 1,033,000

Metro Edition: 597,000

Source: *NadBank 2009

**PMB Fall 2009 – 18+

FREQUENCY AND DISTRIBUTION

- Daily in the Front News Section of the National Edition or Metro Edition only.

ADVERTISING RATES

Banner Advertising Rates

	NATIONAL	METRO
Transient	\$11.41	\$9.41

Advertising rates shown are per line, based on annual dollar volume contract commitment.

All rates are net. Prices in Canadian dollars. Volume rates based on modular agate lines.

All rates include colour.

DEADLINES

All deadlines are based on Eastern Time.

Space booking and pub-set material

4:30pm 3 business days prior to publication

Camera-ready material

Space booking and material

4:30 pm 2 business days prior to publication

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 raster images should be 266 dpi.
- 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 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, the following percentages should be used: 40% cyan, 40% magenta, 40% yellow, and 100% black.
- Text smaller than 24pt should be created as black only.
- If text is larger than 24pt, text can be created using multiple colours.

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All advertising must meet Globe and Mail terms and conditions, available from globelink.ca/termsandconditions, or request a printed copy from your advertising representative.