

**MAGAZINE** INTUITIVE **COLLABORATION** CREATIVITY **TRUSTED ADVISOR** PASSIONATE **EXPERIENTIAL** INTUITIVE  
 TRUSTED ADVISOR **NEWSPAPER** CUSTOMER CENTRIC \* TRUSTED ADVISOR **DIGITAL** CUSTOMER CENTRIC **PROACTIVE** INTUITIVE **COLLABORATION** INTUITIVE **NEWS** TRUSTED ADVISOR \* INTUITIVE PASSIONATE

TWO THOUSAND AND NINE **2009**

# FRANCHISES

Your best prospects look for the latest and most desirable opportunities under the banner of Canada's most complete Franchises marketplace.

Advertise here and reach more people with the purchasing power to follow up on the needs and desires that advertisements in The Globe and Mail generate.

Get our Brand working for your Brand.

## FREQUENCY AND DISTRIBUTION

Every Tuesday and Saturday in Report on Business – in all editions of The Globe and Mail across Canada.

### Readership

	National*
Weekday	912,000
Saturday	1,033,000

Readers nationwide – with above-average incomes, interests and responsibilities – a market primed for the opportunities Franchises offer.

\* SOURCE: NADbank 2007  
49 National markets

## DEADLINES FOR TUESDAY

### Camera-ready space booking:

Friday by 4:30pm.

### Pubset booking deadline:

Thursday by 4:30pm

### Camera-ready material:

Friday by 4:30pm.

All deadlines are based on Eastern Standard Time.

## ADVERTISING RATES

Per line, per insertion.  
30 line minimum.

	National*
1-4 insertions	\$20.45
5-8	19.00
9-24	17.78
25-52	16.70

Volume rates based on modular agate lines.

**Special Offer:** Buy one insertion and get a second insertion at half price (within same week).

**Canadian Franchise Association members**  
\$16.70 per line - Tuesday ROB or Saturday ROB

All rates are net. Prices in Canadian dollars.

Advertising Rates effective January 1, 2009

■ ■ FOR COMPLETE ADVERTISING INFORMATION: [GLOBELINK.CA](http://GLOBELINK.CA) ■ ■ FOR DETAILED PRODUCTION SPECIFICATIONS: [GLOBELINK.CA/NEWSPAPER/PRODUCTIONCENTRE](http://GLOBELINK.CA/NEWSPAPER/PRODUCTIONCENTRE)  
 ■ ■ TO UPLOAD COMPLETED ADVERTISING: [GLOBELINK.CA/ADFORWARD](http://GLOBELINK.CA/ADFORWARD) ■ ■ TO DOWNLOAD GLOBE AND MAIL TEARSHEETS AND INVOICES: [GLOBEBILLING.CA](http://GLOBEBILLING.CA)

## THE GLOBE AND MAIL

ESSENTIAL FOR ADVERTISERS

## CONTACTS ■ ■

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### EASTERN CANADA (Ottawa region, Quebec and Atlantic Canada)

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### UNITED STATES, MEXICO AND CARIBBEAN Media-Corps Inc, San Diego, CA

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