



2011 GLOBE CAREERS



Globe Careers & eluta.ca CAREER SEARCH, REDEFINED.

Globe Careers is the preferred resource for Canadian professionals, known for its quality editorial content, advice and information. We reach a vast audience of educated and experienced talent through print, online, mobile, search and social channels. ➤

Globe Careers and eluta.ca have teamed up to help you find more qualified candidates. With the engaged, career-minded readership of The Globe and Mail combined with the innovative job search functionality of Eluta, you're able to attract more serious, full-time candidates and fewer unqualified job-seekers than ever before. Finally, a source for careers instead of jobs.

Connect quickly and easily to career-seekers with print, online, mobile, search and social channels through one point of contact. ➤

READERSHIP*

AVERAGE MONDAY TO FRIDAY – ADULTS 18+:

National Edition: 948,000
Central Edition: 652,000
Western Edition: 229,000

AVERAGE SATURDAY – ADULTS 18+:

National Edition: 1,065,000
Central Edition: 693,000
Western Edition: 280,000

- National Edition includes full distribution across Canada.
- Central Edition includes distribution in Ontario and Quebec.
- Western Edition includes distribution in Manitoba, Saskatchewan, Alberta, British Columbia, Northwest Territories and Yukon.
- The Globe and Mail Digital Network attracts almost four million unique monthly visitors.

*NADbank2010, 48 National Markets
comScore Media Matrix 2011 Average (Apr-June)

ADVERTISING RATES

MONDAY, WEDNESDAY, FRIDAY AND SATURDAY
3-day print and 30-day online package.

National	Central	Western
\$29.37/line + \$879 [†]	\$27.30/line + \$879 [†]	\$15.57/line + \$879 [†]

RATES INCLUDE

- Print is published within a 7-day period and includes a Wednesday and the choice of Friday, Saturday or Monday.
- 4-colour processing for your print ad
- Repeat your print ad for a second week at half-price (weeks must be consecutive)
- Your job appears across the Globe and Mail website, with up to 100,000 impressions over 30 days or until your job's application deadline, whichever is earlier.
- Your job also receives up to 100,000 impressions in our exclusive Globe Careers display box on Eluta.ca, attracting more candidates to your jobs.
- Social media distribution across more than 100 specialized Twitter feeds in Canada, including our exclusive Globe Careers feed.
- Special premium positioning on Eluta.ca setting your job above all other advertising and search results, including your logo, for up to 30 days or until your job's application deadline, whichever is earlier.
- Multiple positions are available online at an additional charge of \$650 each.
- Full reporting – at the end of 30 days we will email you a report showing total impressions and clicks.
- Minimum print advertising size is 100 agate lines.
- Only 2, 4, 5, 6, 8 & 10 column print ads accepted.
- Advertising columns 228 MAL or more in depth are charged full column depth.
- All rates are gross.
- Prices in Canadian dollars

DEADLINES - BASED ON EASTERN TIME

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

CATEGORY HEADINGS

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

CONTACT US

EASTERN AND CENTRAL CANADA

Atlantic Canada, Quebec, Ontario & Manitoba
tel: 416.585.5111 | toll-free: 1.800.387.9012
fax: 416.585.5698
advertising@globeandmail.com

WESTERN CANADA

Saskatchewan, Alberta, British Columbia, Northwest Territories, Nunavut and Yukon
tel: 403.441.0530 | toll-free: 1.888.884.8018
fax: 403.244.9809
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 Publisher in The Globe and Mail newspaper or any of the Publisher's other print, electronic or other platforms may, at Publisher's discretion, be published, displayed, retained and archived by Publisher and anyone authorized (including any form of licence) by Publisher, as many times as Publisher and those authorized by Publisher wish, in and on any product, media and archive (including anything in print, electronic and other form).

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

[†] FIRST LISTED POSITION ONLY



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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.