



# small Business FALL

**PUBLICATION DATE TUESDAY OCTOBER 20**  
**BOOKING DEADLINE Tuesday, October 6 MATERIAL DEADLINE Tuesday, October 13**

## TENTATIVE TOPICS INCLUDE:

- › Capitalizing on the green economy: how much to spend, how much to care, how to leverage the results
- › Canada's most promising startup: Inside the company gunning to be the next RIM
- › Following the money: Tapping into Canada's increasing diverse cultural economy
- › What most retailers get wrong: And how to fix things fast
- › Packed house: lessons from a master in making it big in the hospitality sector
- › Beyond Twitter: Capitalizing on the next phase of social media
- › Competitive intelligence: How to find out what your competition is doing
- › Corporate philanthropy: The best way to choose a cause, measure success, and be innovative along the way

## NUMBER OF BUSINESSES

- › There are just over 1 million small businesses in Canada that have employees (excludes self-employed entrepreneurs). Ninety-eight per cent of businesses in Canada have fewer than 100 employees.
- › Each year, approximately 139,000 new small businesses are created in Canada.

## CONTRIBUTION TO GROSS DOMESTIC PRODUCT (GDP)

- › On average, small businesses with fewer than 50

employees contribute about 22 per cent to Canada's GDP.

## EMPLOYMENT

- › As of 2006, small businesses employed approximately 5 million individuals in Canada, or 48 per cent of the total labour force in the private sector.
- › Small businesses created 60,000 jobs between the first quarter of 2006 and the first quarter of 2007, accounting for nearly 30 per cent of all jobs created in Canada.
- › Approximately 15 per cent of all employed workers in the Canadian economy in 2006 were self-employed.

## RESEARCH AND DEVELOPMENT

- › In 2003, small businesses in Canada spent just over \$3-billion on R&D.
- › As a percentage of revenue, spending on innovation in 2006 by small businesses in Canada was significantly greater than that by larger firms.

## EXPORTING

- › Over 1 in 3 Globe M-F readers are small business employees (less than 100 employees).
- Source: PMB 2009 (Base – Those that responded to company size question).

## WHY ADVERTISE IN THE GLOBE AND MAIL

- › 289,000 Globe readers work in small businesses.
- › Globe readers are 2.7 times more likely than the average small business employee to have a senior management position.

Source: PMB 2009 (Base – those working in companies with <100 employees).

## EXCLUSIVE ONLINE SPONSORSHIP OPPORTUNITY

Online sponsorship of this report is now available through the development of a Level 1 microsite;

- Report will appear online. Duration at client's discretion.

The Level 1 microsite will include:

- Web publishing of print content of the report.
- Promotional traffic drivers to the microsite.
- Exclusive client ad delivery within microsite.

Other options available:  
For more information, contact your online account representative or Andrea D'Andrade.

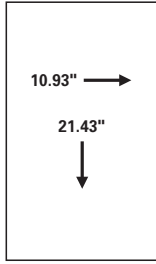
(see other side for contact information)

For complete advertising information and to book your space, please contact your Globe and Mail account manager or:

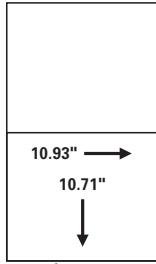
**CATEGORY MANAGER, Andrea D'Andrade, t: 416.585.5368 e: adandrade@globeandmail.com**

**PROJECT CO-ORDINATOR, Liz Massicotte, t: 416.585.5484 e: lmassicotte@globeandmail.com**

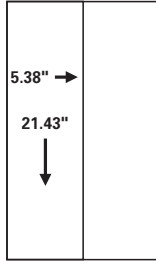
SMALL BUSINESS - FALL



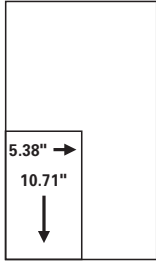
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(6 x 300)



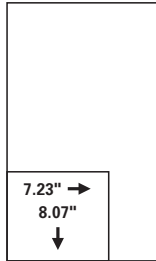
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(6 x 150)



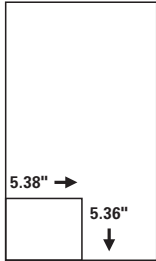
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(3 x 300)



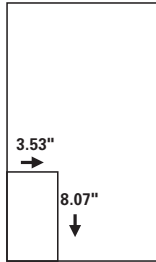
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(3 x 150)



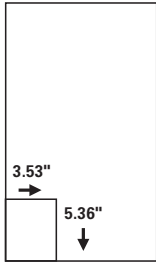
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452 lines  
7.23" w x 8.07" d  
(4 x 113)



1/8 Page  
225 lines  
5.38" w x 5.36" d  
(3 x 75)



1/8 Page  
226 lines  
3.53" w x 8.07" d  
(2 x 113)



1/12 Page  
150 lines  
3.53" w x 5.36" d  
(2 x 75)



Banner  
240 lines  
10.93" w x 2.86" d  
(6 x 40)

updated: feb. 6/09 • version: 09-04\* revision by: ub

General Advertising Rates

Contract Level	Gross National
Transient	\$44.94
\$25,000	38.20
\$50,000	37.07
\$100,000	35.95
\$150,000	34.82
\$250,000	33.71
\$350,000	32.35
\$500,000	31.00
\$750,000	29.65
\$1,000,000	28.31
\$1,500,000	26.97
\$2,000,000	25.62
\$2,500,000	24.27

Colour Charge

\$9,885

Distribution National Edition

Mechanical Specifications

Number of Columns: 6

Column width: 1.69"

Column depth: 300 modular agate lines for full page ads (1,800 lines per 6 column page).

Column Measurements

1 column	1.69"
2 columns	3.53"
3 columns	5.38"
4 columns	7.23"
5 columns	9.09"
6 columns	10.93"

FOR COMPLETE INFORMATION AND TO BOOK YOUR ADVERTISING SPACE, CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE OR:

**ANDREA D'ANDRADE** Category Manager t: 416.585.5368 e: adandrade@globeandmail.com  
**LIZ MASSICOTTE** Advertising Service Representative t: 416.585.5484 e: lmassicotte@globeandmail.com

**TORONTO** Ontario and Manitoba  
 t: 416.585.5111 toll-free: 1.800.387.9012 f: 416.585.5698 e: advertising@globeandmail.com

**EASTERN CANADA** Ottawa region, Quebec and Atlantic Canada  
 t: 514.982.3050 toll-free: 1.800.363.7526 (from NFLD, NS, PEI, NB, PQ) f: 514.982.3074 e: advertisingeasternca@globeandmail.com

**BRITISH COLUMBIA AND NORTHWEST TERRITORIES**  
 t: 604.685.0308 toll-free: 1.800.663.1311 f: 604.685.7549 e: advertisingwesternca@globeandmail.com

**ALBERTA AND SASKATCHEWAN**  
 t: 403.245.4987 f: 403.244.9809 e: aurlacher@globeandmail.com

**UNITED STATES, MEXICO AND CARIBBEAN** Media-Corps Inc, San Diego, CA  
 t: 858.366.4265 toll-free: 1.866.744.9890 f: 866.355.5990 e: rlaplante@media-corps.com

INTERNATIONAL

For a complete list of international representatives, visit [globelink.ca/contactus](http://globelink.ca/contactus)

Full Page Sizes

Full column depth: 300 modular agate lines, (1,800 lines per 6 column page).

Single full-page: 10.93" w x 21.43" d without folio.

Double Truck page: 22.91" w x 21.43" d without folio.

Gateway ads: Please contact your account manager for dimensions.

Material Specifications

- 100 lines per inch.
- Print resolution of 200 dots per inch.
- Minimum highlight dot: 3%.
- Maximum highlight dot: 90%.

Electronic Delivery:

- AdForward website. ([adforward.globeandmail.ca](http://adforward.globeandmail.ca)) – preferred.
- ftp site ([adftp.globeandmail.ca](http://adftp.globeandmail.ca)).

File Formats:

- High resolution PDF – preferred.
- High resolution EPS with fonts embedded.
- Native Quark or InDesign files with fonts and images.

- A proof of the material, whether for colour or black and white ads, must accompany ALL ad submissions, including electronic delivery.

- For a complete ad specification book and for quality guidelines, please visit [adforward.globeandmail.ca](http://adforward.globeandmail.ca).

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