



TORONTO PEARSON

Greater Toronto Airports Authority

Over the past eight years, the Greater Toronto Airports Authority has rebuilt Toronto Pearson International Airport. Its vision - to be the North American airport of choice - is framed by the development of premier airport facilities and services, a strategic location on the North American continent, and a strong region with a growing role in global trade, finance and commerce.

With the major components of its airport development completed, Toronto Pearson is positioned to effectively handle the future demands of air travel, offering unprecedented flexibility to multiple air carriers and optimum service to the travel community.



Ahead of the Curve

Tuesday, January 30, 2007

Space Closing: Friday, January 5 • Material Deadline: Monday, January 22

Goal

To raise awareness of the scope and magnitude of the airport expansion and to explain why Toronto Pearson, Canada's busiest airport, is also rated as the world's best airport. This advertising feature will showcase the companies whose excellence and determination brought the expansion to completion, on time and on budget.

Topics under consideration

- Development overview: The need. The challenges. How it was done. A \$4.4-billion privately funded project.
- 10th anniversary of GTAA management
- IT infrastructure
- Technology at the airport
- Emergency response and planning
- Pearson co-generation power plant
- Airport link
- People movers

Benefits of Partnership

- National distribution in The Globe and Mail
- Be seen and recognized alongside Canada's leading infrastructure and technology firms
- Opportunity for editorial inclusion

Globe Business Demographics

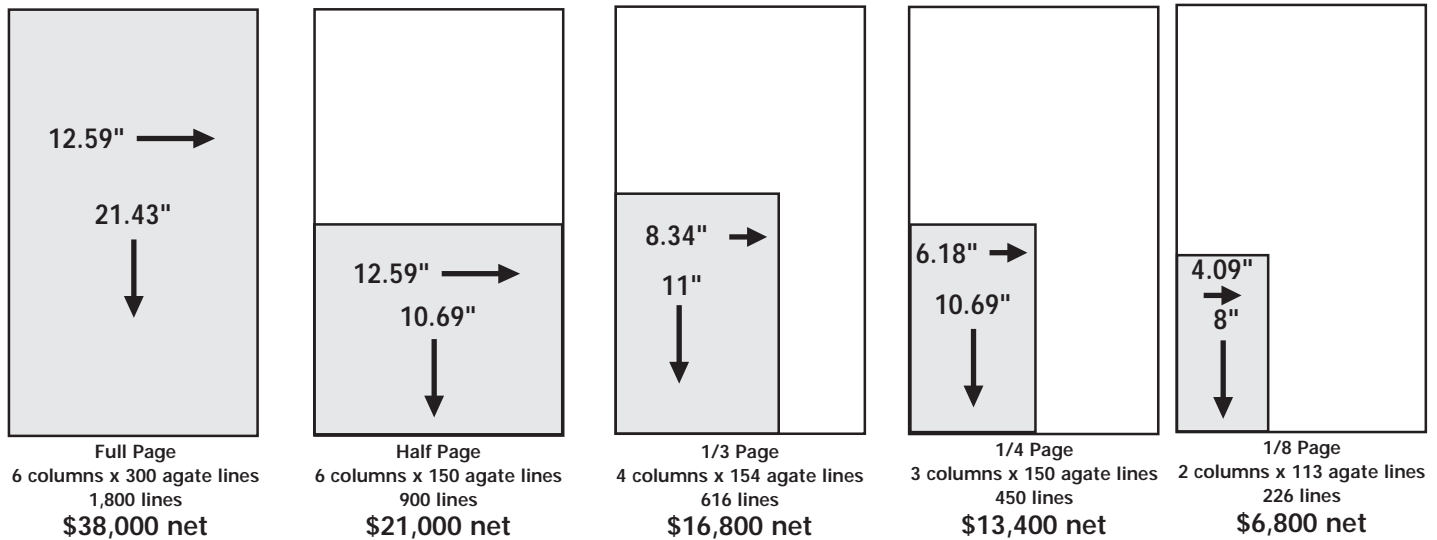
- Weekday Globe and Mail readers are 90% more likely to be involved in purchase decisions with total value of \$50,000 during the year than the average Canadian.

NadBank 2005

- An average weekday issue of The Globe and Mail reaches 3 in 4 (77%) C-Level or higher executives in Canada's largest public and private companies, more than any publication measured in the 2004 Business Pulse survey

For complete information please contact:
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TUESDAY, JANUARY 30, 2007



Transient rate: \$31.00 per line (net)
Colour rate: \$8,000 (net)

Mechanical Specifications

Number of Columns: 6.

Column width: 11.9 picas (1.96").

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

Full Page Sizes

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

Single full-page makeup size:

12.59" w x 21.43" d without folio.

Double Truck page: Direct printing without folio is 26.1" w x 21.43" d.

Gateway ads: Please contact your account manager for dimensions.

Mechanical Camera-Ready Specifications

Guidelines for non-digital materials

- Maximum line screen of 100 lines per inch.
- Minimum highlight dot for black and white halftones is 1 per cent.

- Maximum shadow dot for black and white halftones is 95 per cent.

Material for B&W acceptable in the form of velox prints, EXCEPT double truck advertising, for which negatives and one velox (positive image) must be supplied.

Digital Camera-Ready Specifications

Guidelines for digital materials.

- Maximum line screen of 100 lines per inch.
- Minimum highlight dot for black and white halftones is 1 per cent.
- Maximum shadow dot for black and white halftones is 95 per cent.

Media:

CD ROM – preferred.

Zip™ Disks – accepted.

Jaz™ Disks – accepted.

Syquest® Disks – accepted but discouraged.

1.44MB Floppy Disks – accepted but discouraged.

Electronic Delivery:

Co-ordinate initial electronic delivery with your sales rep.

FTP – preferred.

Web Server – accepted.

E-mail – accepted but discouraged.

File Formats:

PDF (Portable Document Format)/

Acrobat – preferred.

EPS (Encapsulated Postscript) – accepted.

Quark Native/Apple™ – accepted.

Quark Native/Microsoft™ Windows – accepted but discouraged.

A proof of the ad must accompany

ALL electronic files.

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 – ask for a printed copy from your Globe and Mail advertising representative.