

Operational Efficiency

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Vision: Crisis creates opportunity, and the current economic crisis has forced companies to take a long, hard look at their operations to remain viable in the face of shrinking revenue. The companies that will emerge strongest from this crisis will have uncovered the hidden value in their business and will exploit it as a competitive advantage. On April 15, The Globe and Mail will analyze companies that have used the downturn as an opportunity by improving processes, making capital investments where necessary and eliminated redundancies.

Tentative editorial topics include:

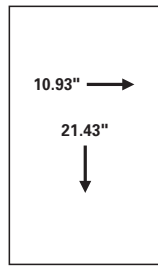
- ◆ Capitalizing on recovery. A look at companies that have used the downturn as an opportunity to upgrade operations.
- ◆ The people process. Restructuring operations to drive greater ROI with existing resources
- ◆ IT as a service. IT as a service provider to all departments rather than a department unto itself can pay huge dividends operationally. Some examples of companies that have done it the right way.

Research:

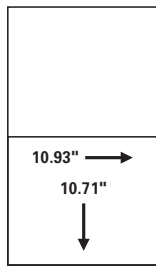
- ◆ Globe and Mail readers are more than 3X more likely to be senior managers or owners in companies.
- ◆ Globe and Mail readers index at 269% for Senior Managers/Owners in Small Business (under 100 employees).

Source: PMB 2009 Spring 2-Year Readership Database

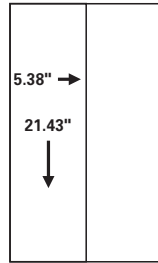
OPERATIONAL EFFICIENCY



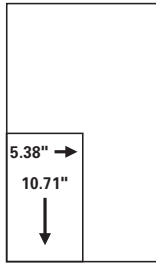
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)



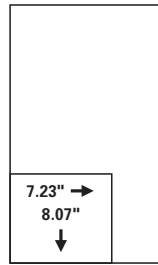
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900 lines
10.93" w x 10.71" d
(6 x 150)



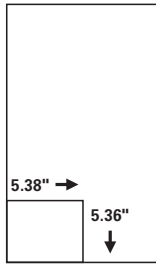
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(3 x 300)



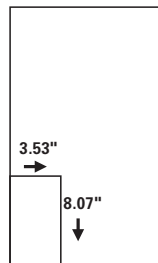
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(3 x 150)



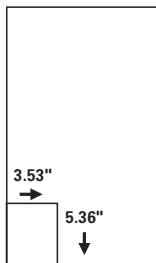
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(4 x 113)



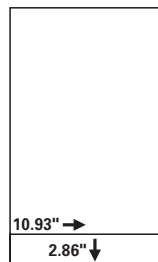
1/8 Page
225 lines
5.38" w x 5.36" d
(3 x 75)



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)

2010 Advertising Rates Apply
Contact your account representative
for more information.

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"

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) – preferred.
- ftp site (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.

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