

B2B Tech Solutions – Finance Industry

2010
NEWSPAPER
Editorial Report

PUBLICATION DATE

November 9

AD CLOSE October 26

MATERIAL DEADLINE November 2



As the recognized source for business news in Canada, The Globe and Mail is pleased to offer a new Special Report series for 2010 entitled "B2B Tech Solutions".

Part 6 in the series will focus on technology applications and solutions specifically offered for the Financial Industry.

Tentative Editorial Lineup:

Financial Markets

- New technologies that address the evolving business needs

Accounting and taxation

- The latest software and processes

Retail Banking

- CRM applications that maximize efficiency and drive outstanding customer experience
- Helping banks facilitate mobile applications

Insurance

- Tech solutions for transforming traditional insurance companies into customer-centric operations

Why consider this special Globe and Mail report opportunity?

- About 1 in 5 work in medium-large companies with over 100 employees (Index 120)
- They are more likely to be business decision makers than the average Canadian (Index 129)
- They have considerable purchase influence on outside service and consultant decisions (Index 164)

SOURCE : NADbank 2008 study

Base: 49 National Readers Markets 21 National Product Markets

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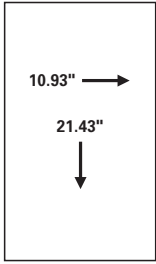
Liz Massicotte

t: 416.585.5484

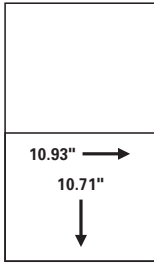
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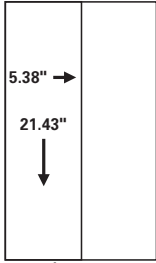
Globe and Mail.com 



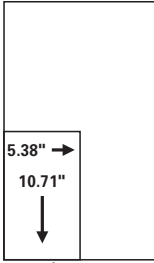
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(6 x 300)



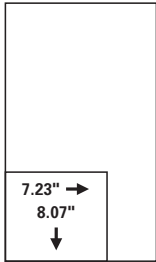
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(6 x 150)



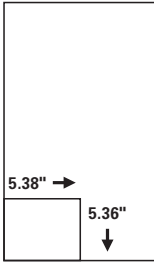
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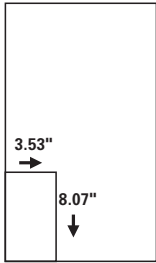
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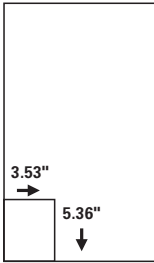
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(4 x 113)



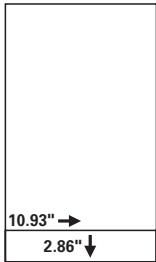
1/8 Page
225 lines
5.38" w x 5.36" d
(3 x 75)



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)

Advertising Rates

Contract Level	National
Transient	\$45.84
\$25,000	38.96
\$50,000	37.81
\$100,000	36.67
\$150,000	35.52
\$250,000	34.38
\$350,000	33.00
\$500,000	31.62
\$750,000	30.24
\$1,000,000	28.88
\$1,500,000	27.51
\$2,000,000	26.13
\$2,500,000	24.76

Colour Charge \$10,083

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, PLEASE CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE:

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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

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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

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.