

# B2B Tech Solutions – Sales and Marketing

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**2010**  
NEWSPAPER  
Editorial Report



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 5 in the series will focus on technology applications and solutions specifically offered for the Marketing Services Industry.

Sales and marketing initiatives that focus on customer acquisition and retention are highly important when it comes to businesses enhancing their edge on the competition. This special Globe and Mail report will examine technology solutions that are available to companies as they look to drive their promotional efforts forward.

#### **Tentative Editorial Lineup:**

- Call centre technology that improves the customer experience
- Customer feedback mechanisms that cost (almost) nothing but could save you a fortune
- Creating buzz on a budget — how to employ the smartest strategies in social media to get your message out
- Technologies to help you track — and reward — your best customers
- The latest mobile solutions to keep your sales force connected
- CRM solutions that meet the sales and marketing demands of your business

#### **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

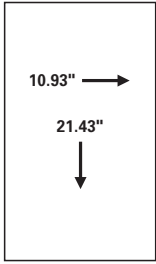
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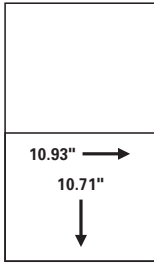
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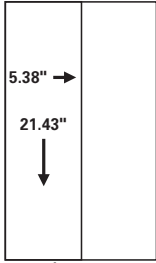
t: 416.585.5484  
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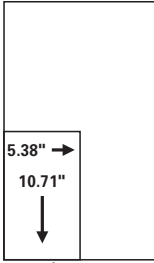
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(6 x 300)



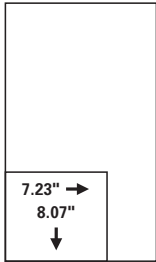
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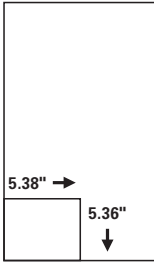
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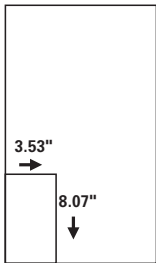
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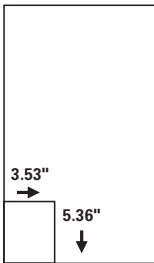
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(4 x 113)



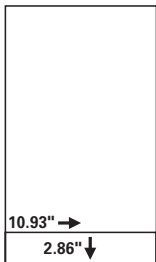
**1/8 Page**  
225 lines  
5.38" w x 5.36" d  
(3 x 75)



**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"

**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.

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

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