

THE GLOBE AND MAIL

REPORT ON BUSINESS

MAGAZINE

CANADA'S MOST-READ BUSINESS MAGAZINE

ADVERTISING FEATURE

IN THE NOVEMBER 2010 ISSUE OF REPORT ON BUSINESS MAGAZINE

Business Travel & Rewards

Deadlines

Distribution: Oct 29

Space Close: Sept 15

Material Deadline: Oct 1

International travel continues to be important for business executives and owners alike as they make frequent visits to build and maintain key relationships to further their businesses.

As such, these men and women are looking for travel choices and experiences that account for efficient use of time, money and comfort.

Business Travel & Rewards, a supplement scheduled for publication in the November issue of Report on Business magazine, will deliver a comprehensive guide to key trends and offer up-to-date advice from industry insiders and road warriors themselves.

Topics under consideration:

- Travelling smarter: Ways to economize and increase productivity on the road
- Airline update: What's new and what's coming next for business travellers
- The latest high tech innovations for travellers, and how to make the most of them.
- Family Business: Hotel chains specializing in business travel who offer inducements to bring the family
- Destinations: international hot spots for doing business
- Profiles: Veteran road warriors share tips for making the most of their time on the road
- Greening of Business Travel: What hotels, conference centres, airlines and travel partners are doing to be environmentally sustainable, or to reduce the carbon footprint of their business travelers

ONLINE:

A PDF of this supplement will appear on globeandmail.com/specialreports for 3 months.



ADVERTISING INFORMATION

ADVERTISING RATES

Ad Size	Net Rate
Full Page + Full page content	\$30,000
DPS + Full page content	\$45,000
1/2 Page + 1/2 page content	\$20,000

PRODUCTION REQUIREMENTS

Advertisement Sizes	Live	Trim	Bleed
Page	7 1/4 x 10	8 1/8 x 10 3/4	8 5/8 x 11 1/4
DPS	15 1/2 x 10	16 3/8 x 10 3/4	17 1/8 x 11 1/4
1/2 Horz	7 1/4 x 4 15/16	8 1/8 x 5 3/8	8 5/8 x 5 7/8
1/2 Horz DPS	15 1/2 x 4 15/16	16 3/8 x 5 3/8	17 1/8 x 5 7/8

GENERAL REQUIREMENTS FOR ADVERTISING MATERIAL

» DPS ads must be set up as single pages

» All disks (Zip, CD, Jaz) must be supplied with a digital halftone proof (eg. Polaproof, Kodak Approval)

» Non-halftone digital proofs (eg. thermal, dye sublimation or ink-jet proofs) are not recommended without colour calibration with our printing press

» Laser proofs and colour keys are not acceptable proofs

General Requirements for Macintosh QuarkXPress files

» All high-resolution files in CMYK (minimum 300 dpi)

» All TIFFS and EPS files must be placed in your document

» Adobe Illustrator files must be saved with a preview and all placed art or images must be included

» QuarkXPress data and hyphenation files must be included if using QuarkXPress 3.0 or earlier

» All screen and printer fonts used in the document (plus all EPS files) must be supplied

» All colours must be defined as CMYK with separation turned on in the edit colours dialog box

» Ads with drop shadows should be layered in offset text boxes

» Include a printout of the directory list of all files, fonts, EPS files, etc.

General Requirements for PDF files

» Optimized PDF with thumbnail preview (PDFX 1 preferred)

» Output resolution set to 2400 dpi

» No compression or resampling

» Embed all fonts

» All embedded art or images should be high resolution in CMYK (minimum 300 dpi)

» No colour conversion and all colours should be defined as CMYK

Mechanical Specifications

» Web offset printing

» 133 line screen

» Saddle stitch binding

*2009 Closing Dates

Dates are subject to change.

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