



# Canada's Best Workplaces

Publication date: **Tuesday, April 13**

Space Closing: **Tuesday, March 30** • Material Deadline: **Tuesday, April 6**

The Great Place to Work® Institute is proud to present this year's list of Best Workplaces in Canada. The Institute is a global leader in workplace research and produces similar lists in 40 different countries including those published in *Fortune*, *HRMagazine*, and *The Financial Times*.

On April 13, you will join this esteemed group of Best Workplaces. To ensure that you get the most out of this coverage, we are offering each of our winning participants the opportunity to book advertising space in this special report. Capitalize on your success, build employee pride, attract the interest of top talent, and let the world know why your organization is a great place to work!



**Among its topics this report will include:**

1. A complete listing of the Canada's 75 Best Workplaces 2010
2. Factors that make Canada's best workplaces special, including comments from top performers
3. A look at Canada's best unionized workplaces
4. Insight into the unique best practices of large and small companies.
5. The Great Places to Work Institute, including the Best Workplaces survey methodology and global reach.

All this and more in this special report.

**For complete information and to book your advertising space, contact your Globe and Mail representative or:**

**BRIAN TROTTER** Category Manager t: 416.585.5618 e: btrotter@globeandmail.com  
**SONJA TASOVSKA** Project Co-ordinator t: 416.585.3318 e: stasovska@globeandmail.com

**TORONTO** (Ontario and Manitoba)  
 t: 416.585.5111 toll-free: 1.800.387.9012 f: 416.585.5698 e: advertising@globeandmail.com

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 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

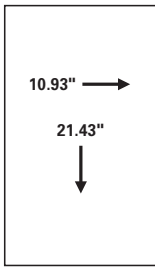
**ALBERTA AND SASKATCHEWAN**  
 t: 403.245.4987 f: 403.244.9809 e: aurlacher@globeandmail.com

**INTERNATIONAL**

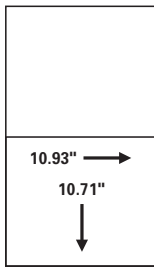
For a complete list of international representatives, visit [globelink.ca/contactus](http://globelink.ca/contactus)

CANADA'S BEST WORKPLACES

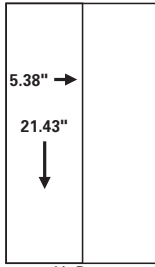
Sample Advertising Sizes



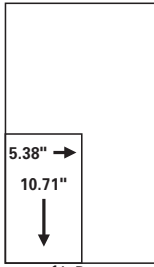
Full Page  
1,800 lines  
10.93" w x 21.43" d  
(6 x 300)



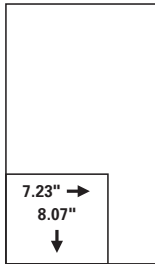
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(6 x 150)



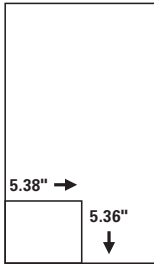
1/2 Page  
900 lines  
5.38" w x 21.43" d  
(3 x 300)



1/4 Page  
450 lines  
5.38" w x 10.71" d  
(3 x 150)



1/4 Page  
452 lines  
7.23" w x 8.07" d  
(4 x 113)



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

created by HW jan. 20/10

One-time Branding Rate

Per agate line

Contract Level	Gross National
\$100,000	17.40

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 makeup size: 10.93" w x 21.43" d without folio.

Double Truck page: Direct printing without folio is 22.91" 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 representative.

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.

Show Canada Who's Best



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All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.