

GREEN SOLUTIONS

Earth Day Edition

THURSDAY, APRIL 22

Space Deadline: Thursday, April 8

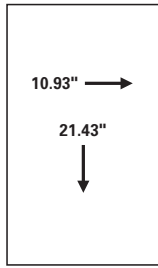
Material Deadline: Thursday, April 15



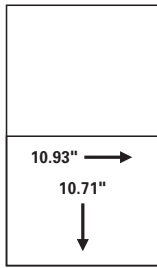
Considering the wide ranging commitments of organizations across multiple industries towards the environment, it may seem surprising that they are, literally, the unsung heroes of environmental stewardship. Yet without a proactive approach to sustainability by Canada's business community, there would be considerably fewer options for consumers as they try to adjust their own consumption habits to support the environmental agenda. On Earth Day, Thursday, April 22, The Globe and Mail will inspire the business community and our readers at large by profiling companies that are making a difference in how they operate as socially responsible organizations.

TENTATIVE TOPICS

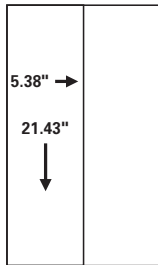
- › Case studies of companies embarking on innovative green strategies and initiatives
- › The latest in cutting-edge green technologies
- › When will solar power reach its true potential?
- › Green cars: How close are we to the truly viable electric car?
- › One year on: a report card on President Obama's green tech initiatives
- › New green breakthroughs coming out of Canada's campuses
- › Packaging: at the front line of making industry and commerce more sustainable



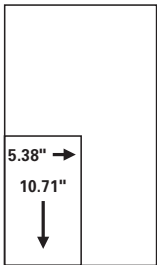
Full Page
1,800 lines
10.93" w x 21.43" d
(6 x 300)
\$28,800



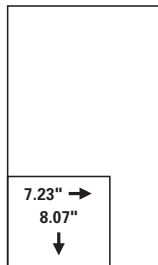
1/2 Page
900 lines
10.93" w x 10.71" d
(6 x 150)
\$14,400



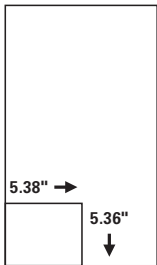
1/2 Page
900 lines
5.38" w x 21.43" d
(3 x 300)
\$14,400



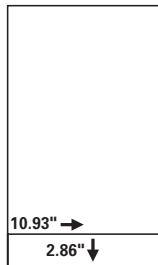
1/4 Page
450 lines
5.38" w x 10.71" d
(3 x 150)
\$7,200



1/4 Page
452 lines
7.23" w x 8.07" d
(4 x 113)
\$7,232



1/8 Page
225 lines
5.38" w x 5.36" d
(3 x 75)
\$3,600



Banner
240 lines
10.93" w x 2.86" d
(6 x 40)
\$3,840

Advertising Rates

National	
Flat rate per agate line	\$16.00 (net)

Colour Rates

National	
Colour	\$10,083

Negotiated contract rates may apply.

Distribution

National Edition.

Mechanical Specifications

Number of Columns: 6.

Column width: 11.9 picas (1.96").

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.

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 MORE INFORMATION AND TO RESERVE YOUR ADVERTISING SPACE, PLEASE CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE.

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PROJECT CO-ORDINATOR | Sonja Tasovska
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

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

WESTERN CANADA | from BC, AB, SK, NT
t: 604.685.0308 | toll-free: 1.800.663.1311 | f: 604.685.7549
e: advertisingwesternca@globeandmail.com

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

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