



report on CONSULTING STRATEGIES

PUBLICATION DATE: MARCH 30, 2010
SPACE CLOSE: MARCH 16 • MATERIAL DEADLINE: MARCH 23

TENTATIVE EDITORIAL TOPICS:

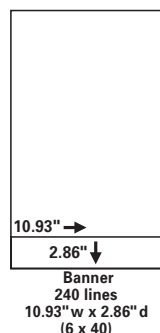
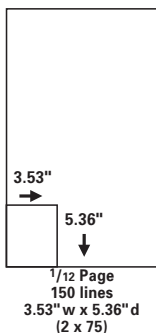
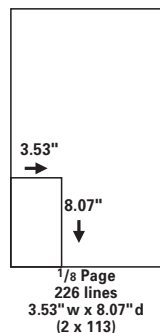
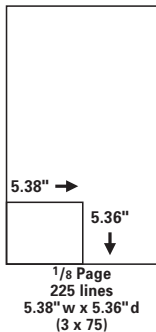
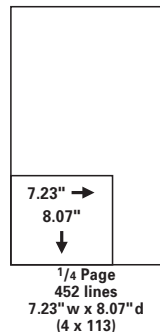
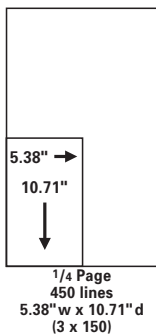
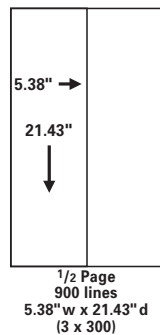
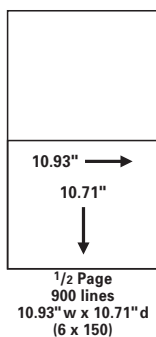
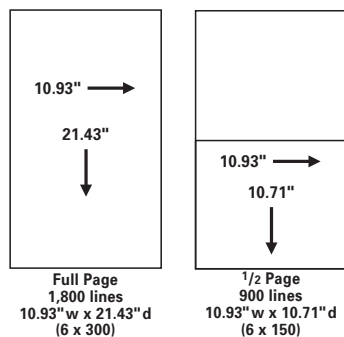
- The growing role of forensic accounting.
- How the major account bodies (CGA, CMA, CA) and accounting firms are developing training and educational initiatives to attract young talent to the profession.
- More than number crunching: Strategic planning and business consulting.
- IT audits: Where accounting and technology converge.
- Profiles of CFOs in major companies.
- When the CEO is an accountant: A look at businesses where the boss has an accounting background.

RELEVANT RESEARCH:

- The Globe reaches 903,000 adults on a typical weekday.
- 50% own mutual funds (Index 129)
- Their average savings and securities is \$309,296 which is 83% higher than the general population
- Over 1 in 3 readers own common/preferred stocks (Index 146)

Source: NADbank 2008 Study; Base: 49 National Reader Markets & 21 National Product Markets (weekday figures)

REPORT ON CONSULTING STRATEGIES



**General Advertising Rates
Monday to Friday**

Contract Level	Gross
	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 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

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

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

U. S., MEXICO AND THE CARIBBEAN Media-Corps Inc., San Diego, CA
 t: 858.366.4265 toll-free: 1.866.744.9890 f: 866.355.5990 e: rlplante@media-corps.com

INTERNATIONAL
 For a complete list of international representatives, visit globelink.ca/contactus