

REAL ESTATE COLLECTION

RESALE • NEW HOMES • RECREATIONAL
2011

THE GLOBE AND MAIL 



The Real Estate Collection – published during the prime selling seasons – spring, summer and fall. In addition to the 566,000 metro edition readers, The Real Estate Collection will be appearing online on globeandmail.com. The online presence increases your weekly reach to almost 1,238,000 readers. New for 2011, The Real Estate Collection will include a selection of “Done Deals”, which continue to serve as a cornerstone to newspaper’s weekly Real Estate section.*

Globe readers are:**

- 93% more likely to be young professionals (age 25-39 with HHI \$100K+ and managerial/professional occupation)*
- Over twice as likely to be empty nesters (age 50+ with no children at home & HHI \$100K+)*
- 77% more likely to have a vacation home (any household member)**

Source: *NADbank 2009 - 23 Metro Readership Markets
**PMB 2010 Fall Study - Ontario 18+ (weekday readership)

For further information or to reserve your space in the Real Estate Collection, please contact:

John DiSerio	416.585.5650
Ki Kim	416.585.5240
Jeff King	416.585.5587
Penny Deveaux	416.585.5681
Maria Broderick	416.585.5612

SPRING ISSUE

PUBLICATION Date: Thursday, March 24, 2011

Space Close: Thursday, February 24

Material Deadline: Monday, February 28

SUMMER ISSUE

PUBLICATION Date: Wednesday, June 1, 2011

Space Close: Friday, May 6

Material Deadline: Wednesday, May 18

FALL ISSUE

PUBLICATION Date: Thursday, October 13, 2011

Space Close: Monday, September 19

Material Deadline: Thursday, September 29

ADVERTISING RATES 2011

	ONE TIME	TWO TIME	THREE TIME
Full Page	\$6,745	\$6,209	\$5,899
1/2 Page	4,569	4,343	4,123
1/4 Page	2,678	2,516	2,390
1/8 Page	1,577	1,500	1,425
PREMIUM POSITIONS:	ONE TIME	TWO TIME	THREE TIME
OBC	\$8,434	\$7,759	\$7,376
IFC/IBC	8,099	7,451	7,376
Page 1 & 3	7,759	7,141	6,782

MULTIPLE PAGE DISCOUNT 5%

REAL ESTATE COLLECTION

PRODUCTION SPECIFICATIONS

Page Sizes:

- Trim Size..... 8 1/8" wide x 10 3/4" deep
- Type Page..... 7 1/4" wide x 10" deep
- Bleed Page..... 8 5/8" wide x 11 1/4" deep
- D.P.S. Type Page..... 15 1/2" wide x 10" deep
- D.P.S. Bleed Page..... 17 1/4" wide x 11 1/4" deep

Unit Sizes:

- Page..... 7 1/4" wide x 10" deep
- Double Page Spread..... 15 1/2" wide x 10" deep

Partial Pages:

- 1/2 Page Horizontal..... 7 1/4" wide x 4 15/16" deep
- 1/4 Page..... 3 1/2" wide x 4 15/16" deep
- 1/8 Page..... 3 1/2" wide x 2 3/8" deep

· An additional 1/4" should be allowed for all bleed ads. Keep all critical or illustrative material minimum 1/4" from final trim 8 1/8" x 10 3/4" including spread. The Publisher reserves the right to crop 3/16" from either side of all bleed ads to compensate for left or right hand page. Printing Method: Web Offset Screen: 133-150 line.

ADS PRODUCED BY THE GLOBE AND MAIL:

Gallery Pages: You must fill out the Real Estate Collection Copy Specification Sheets provided by The Globe and Mail to estimate your copy length. Choose from Gallery 6 Units, Gallery 9 Units, Gallery 12 Units, Gallery 16 Units or Gallery 1/2 Page (6 or 8 units).

- We prefer colour prints to scan. There are additional charges if transparencies or negatives are supplied, and add 3 additional days to pub-set material deadline.
- We do accept photos by e-mail in jpeg, eps or tiff format. All photos must be 300 dpi, any photos sent that are lower resolution than 300 dpi will NOT be accepted. All photos must be e-mailed to your sales rep by the material deadline.
- Clients will receive a final B/W revised proof only.

IMPORTANT GUIDELINES:

- Material that is received past deadline will only receive one proof.
- A full page is allowed either 9, 12 or 16 photos plus 1 head shot.
- A half page is allowed either 6 or 8 photos plus 1 head shot.
- A 1/4 page ad is allowed ONLY 3 photos, plus 1 head shot.
- A 1/8 page is allowed ONLY 1 photo, plus 1 head shot.
- Any additional photos to the above will cost the client an additional \$100 per photo.
- Any replacement photos will cost the client \$100 per photo.

COMPLETE ADVERTISING MATERIAL:

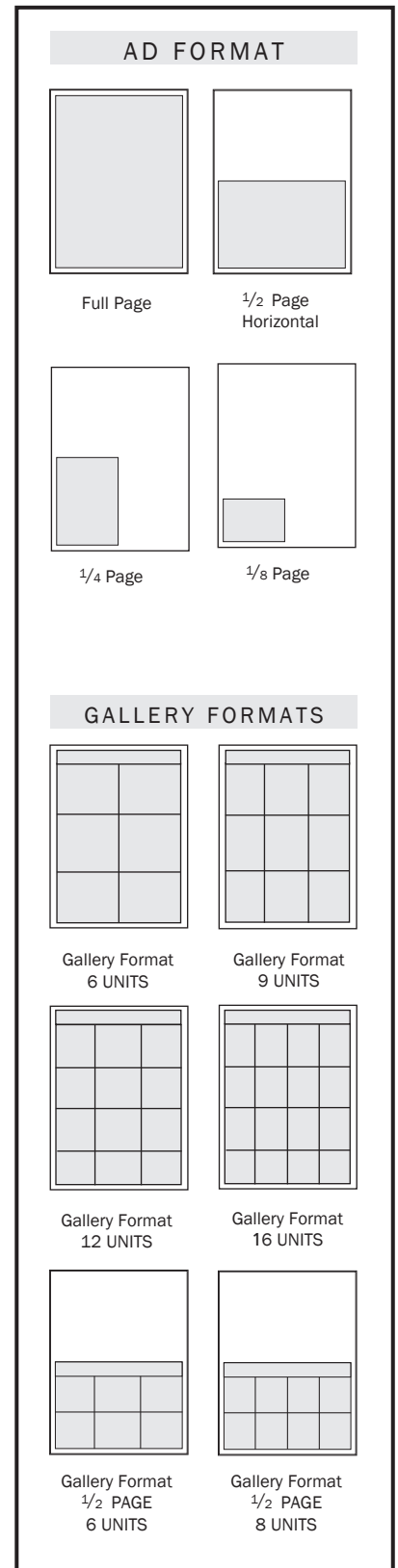
(These ads must be final not requiring any changes and supplied on a disk/CD with a proper digital colour proof).

- We do not accept advertising material supplied electronically on FTP.
- All advertising files should be supplied, on a disk/CD as Macintosh QuarkXPress or PC QuarkXPress.
- All disks should be supplied with a proper dot generated digital proof, such as a PolaProof (similar to a Fuji colour proof) to be used to run colour to.

PLEASE NOTE: The Globe and Mail cannot guarantee colour reproduction for ads that are not supplied with a proper colour proof. If you are unsure as to what proofs are acceptable please contact the number listed below.

All ads should include:

- All high-resolution files.
- A print out of the directory list of all files, fonts, EPS...etc.
- All TIFF and EPS files placed in your document.
- Adobe Illustrator files must be saved with either black & white or colour Macintosh preview and all placed art must be included.
- QuarkXPress data and hyphenation files, if using QuarkXPress 6.5 or earlier.
- All screen and printer fonts and EPS files.
- All colours should be defined CMYK with spot colour turned off in the edit colours dialogue box.
- Any ads with drop shadows should be layered offset text boxes.
- DPS ads must be set up as single pages.
- All disks should be identified by company name.
- Line screen 133.
- Achromatic/GCR 80%, total film density 260%.
- All reverse type must be spread or released.
- All other mechanical specifications must meet MAC standards.



Any questions regarding production concerns please contact: Isabelle Oandasan (416) 585-5444 • ioandasan@globeandmail.ca