

advertising formats standard



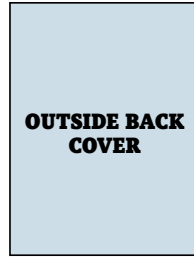
FULL PAGE

LIVE: 7" w x 10" d
TRIM: 7 7/8" w x 10 3/4" d
BLEED: 8 1/8" w x 11" d



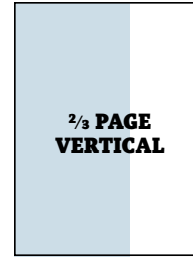
INSIDE BACK COVER

LIVE: 7" w x 10" d
TRIM: 7 7/8" w x 10 3/4" d
BLEED: 8 1/8" w x 11" d



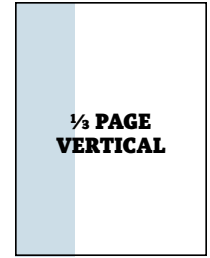
OUTSIDE BACK COVER

LIVE: 7" w x 10" d
TRIM: 7 7/8" w x 10 3/4" d
BLEED: 8 1/8" w x 11" d



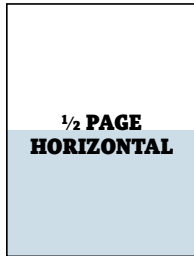
2/3 PAGE VERTICAL

LIVE: 4 3/8" w x 10" d
TRIM: 4 5/8" w x 10 3/4" d
BLEED: 4 7/8" w x 11" d



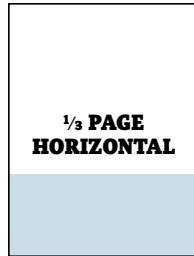
1/3 PAGE VERTICAL

LIVE: 2" w x 10" d
TRIM: 2 1/4" w x 10 3/4" d
BLEED: 2 1/2" w x 11" d



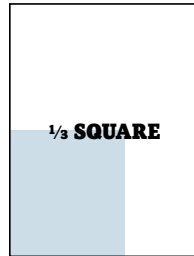
1/2 PAGE HORIZONTAL

LIVE: 7" w x 4 15/16" d
TRIM: 7 7/8" w x 5 3/8" d
BLEED: 8 1/8" w x 5 5/8" d



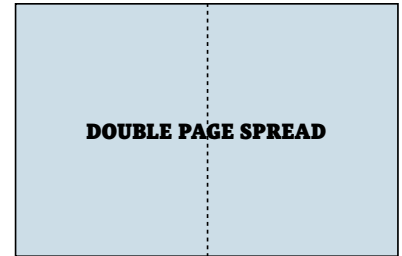
1/3 PAGE HORIZONTAL

LIVE: 7" w x 2 15/16" d
TRIM: 7 7/8" w x 3 3/8" d
BLEED: 8 1/8" w x 3 5/8" d



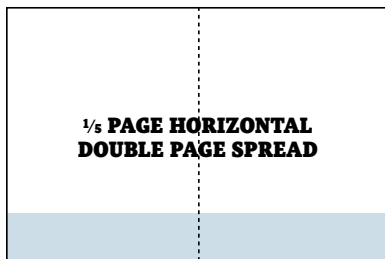
1/3 SQUARE

LIVE: 4 3/8" w x 4 15/16" d
TRIM: 4 5/8" w x 5 3/8" d
BLEED: 4 7/8" w x 5 5/8" d



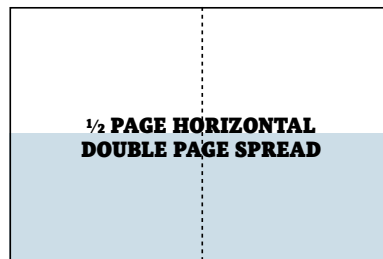
DOUBLE PAGE SPREAD

LIVE: 14" w x 10" d
TRIM: 15 3/4" w x 10 3/4" d
BLEED: 16 1/2" w x 11" d (1/2" bleed in gutter)
*MUST BUILD AS TWO SEPARATE PAGES



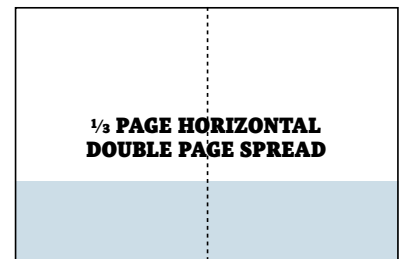
1/5 PAGE HORIZONTAL DOUBLE PAGE SPREAD

LIVE: 14" w x 1 5/8" d
TRIM: 15 3/4" w x 2" d
BLEED: 16 1/2" w x 2 1/4" d (1/2" bleed in gutter)
*MUST BUILD AS TWO SEPARATE PAGES



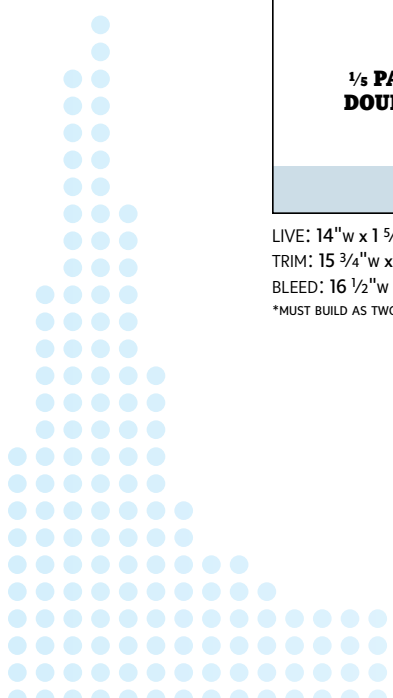
1/2 PAGE HORIZONTAL DOUBLE PAGE SPREAD

LIVE: 14" w x 4 15/16" d
TRIM: 15 3/4" w x 5 3/8" d
BLEED: 16 1/2" w x 5 5/8" d (1/2" bleed in gutter)
*MUST BUILD AS TWO SEPARATE PAGES



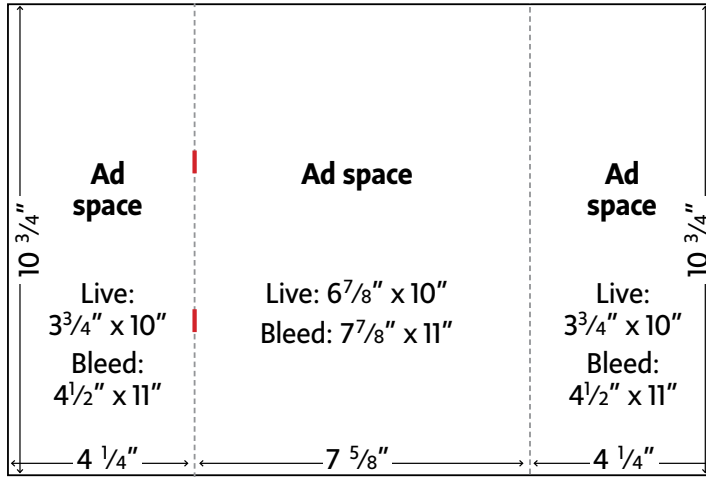
1/3 PAGE HORIZONTAL DOUBLE PAGE SPREAD

LIVE: 14" w x 2 15/16" d
TRIM: 15 3/4" w x 3 3/8" d
BLEED: 16 1/2" w x 3 5/8" d (1/2" bleed in gutter)
*MUST BUILD AS TWO SEPARATE PAGES



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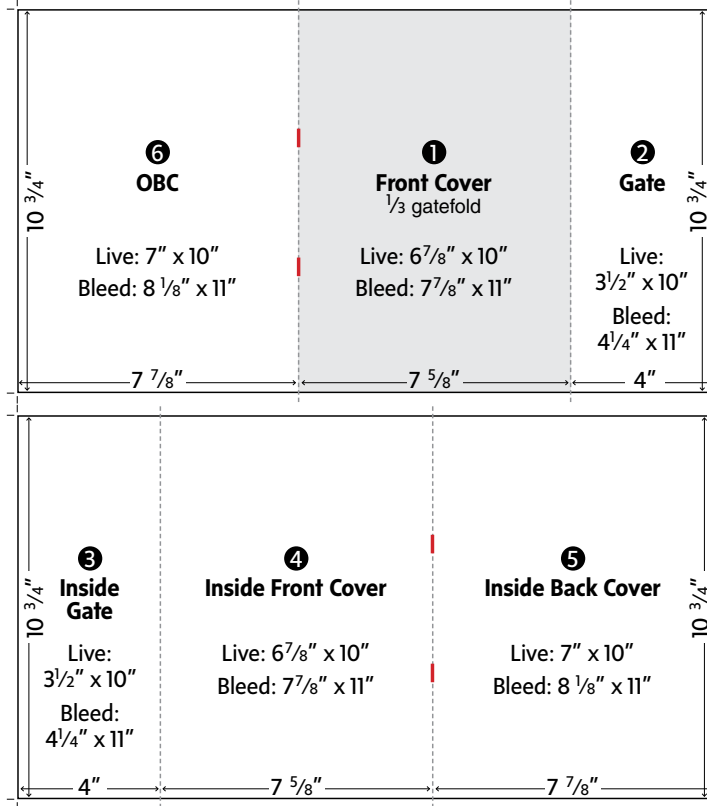
FRENCH DOORS COVER



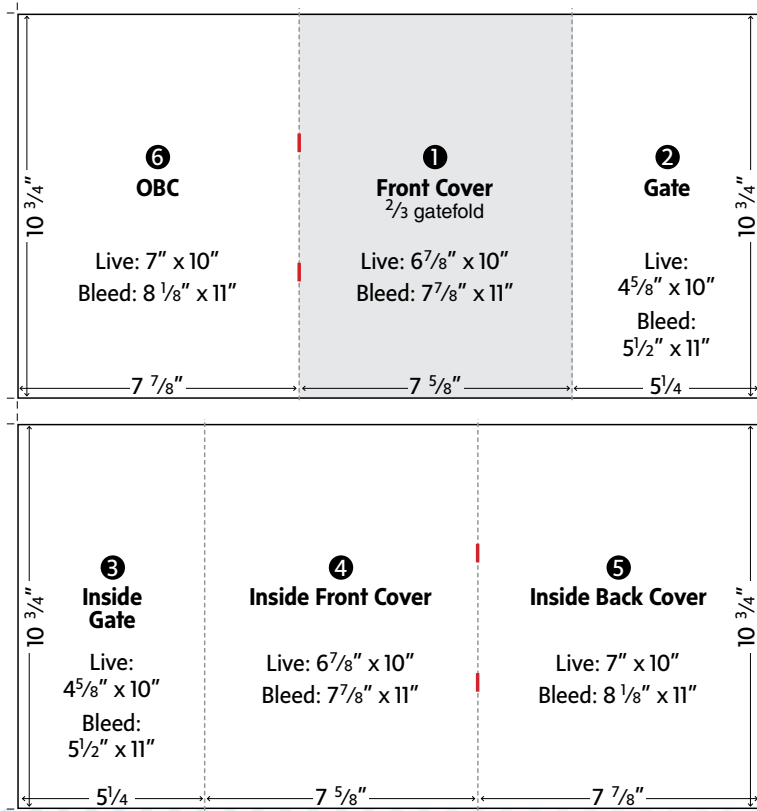
FRONT AND CENTER OF MAGAZINE ONLY

FRENCH DOOR SPECIFICATIONS ARE THE SAME FOR BOTH INTERNAL AND COVER EXECUTIONS

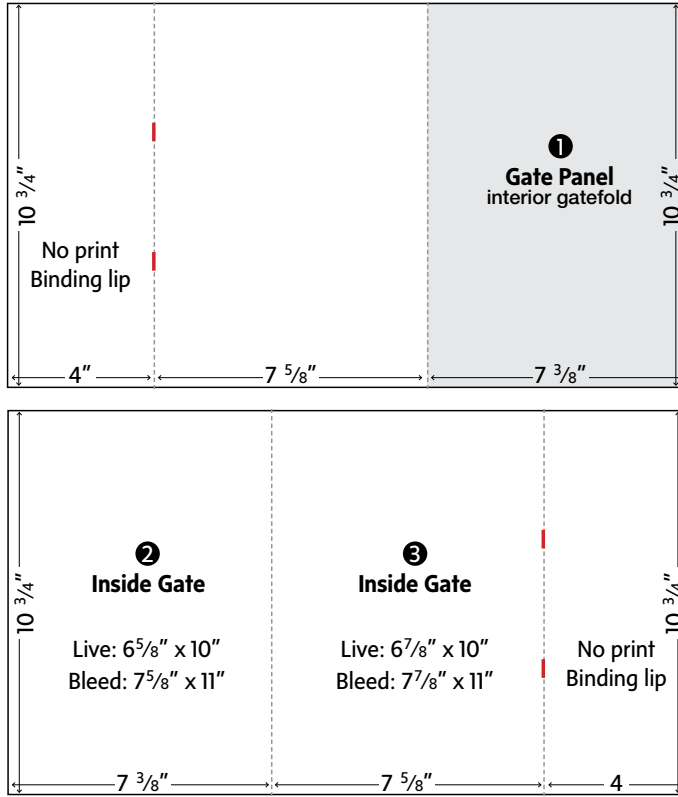
GATEFOLD • 1/3 OFF FRONT COVER



GATEFOLD • 2/3 OFF FRONT COVER

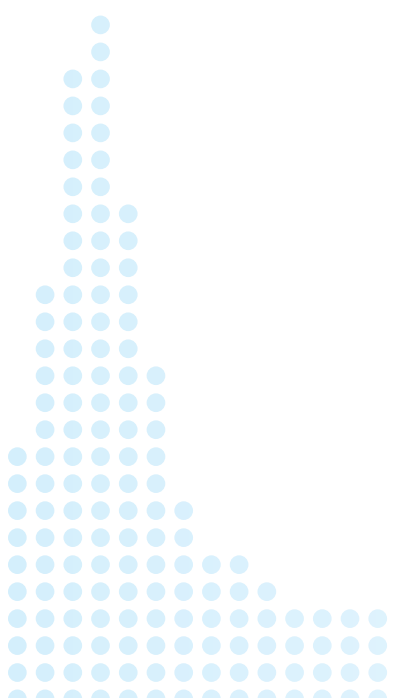
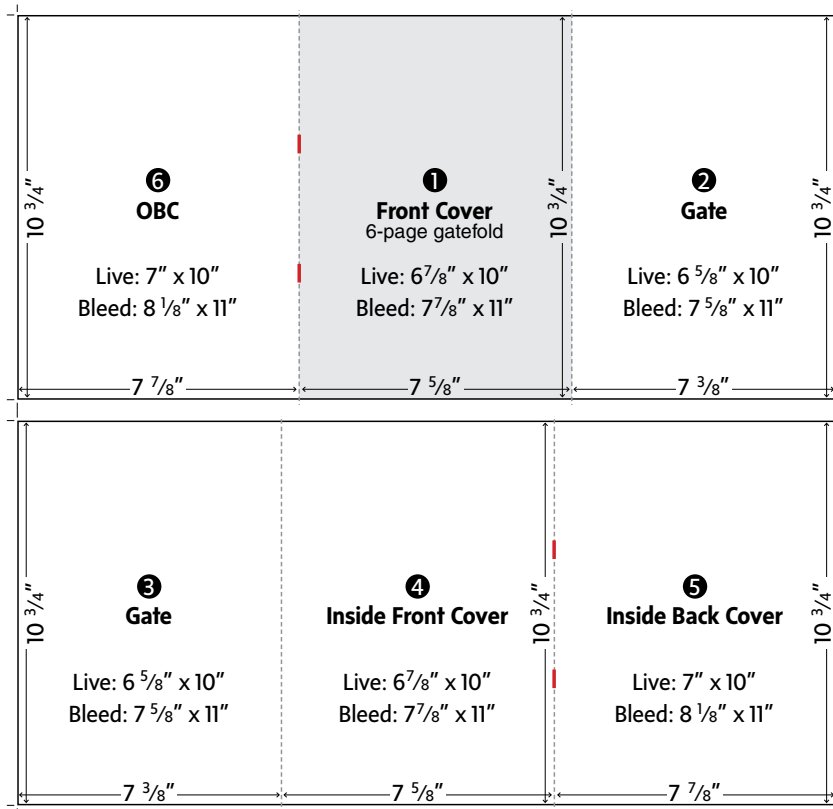


4-PAGE GATEFOLD • INTERIOR



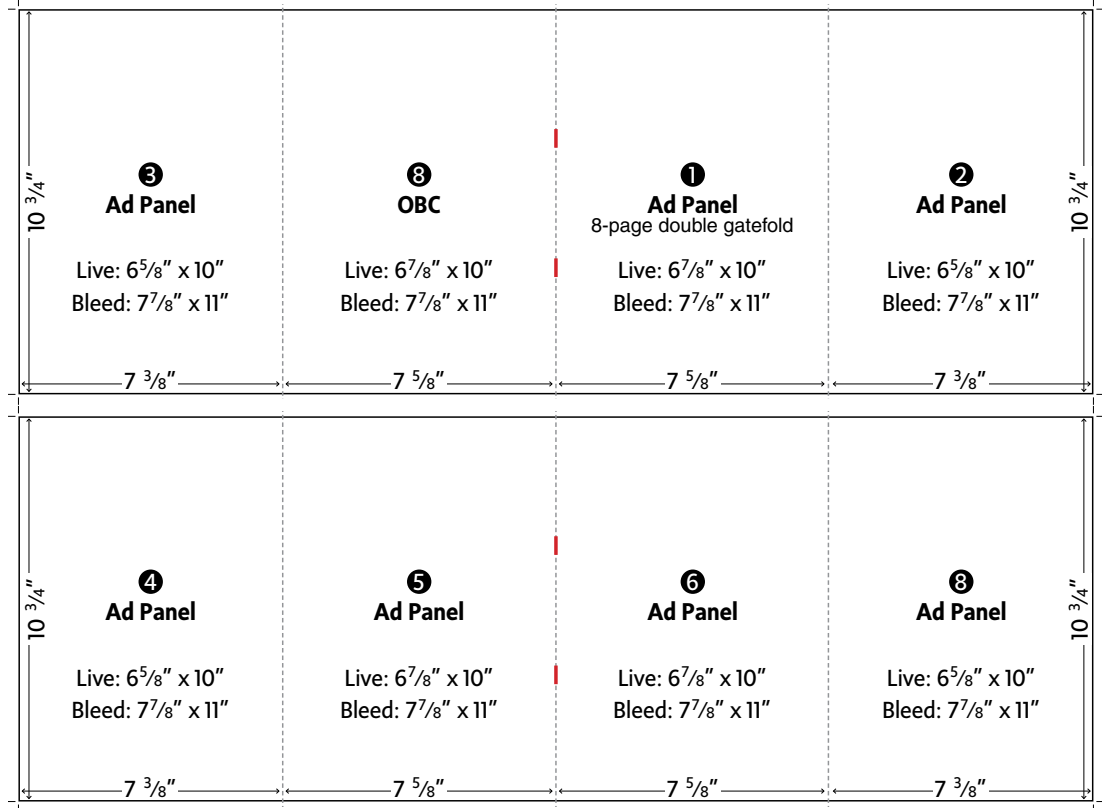
6 PAGES LEFT HAND, IF CENTER TO THE MAGAZINE
1 X 4 PAGE GATEFOLD IN LOW FOLIO IF BETWEEN 2 SECTIONS

6-PAGE GATEFOLD • COVER & INTERIOR



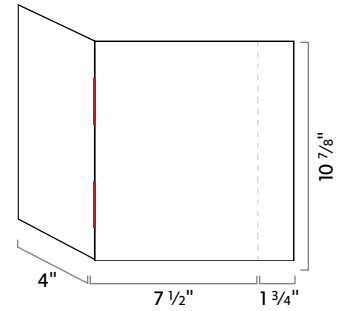
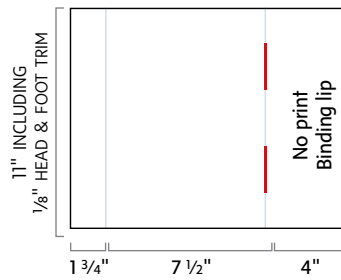
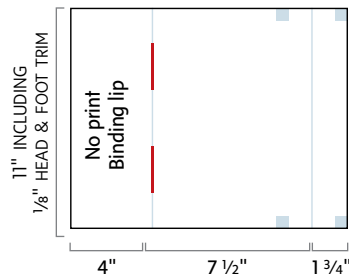
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8-PAGE GATEFOLD • INTERIOR



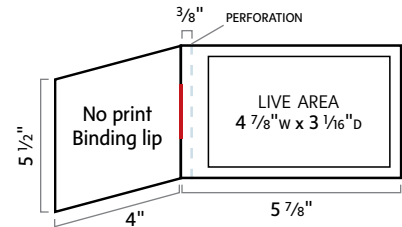
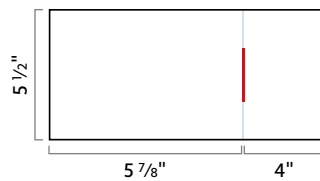
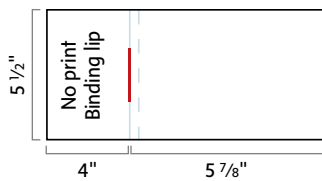
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inserts

SCENT STRIP

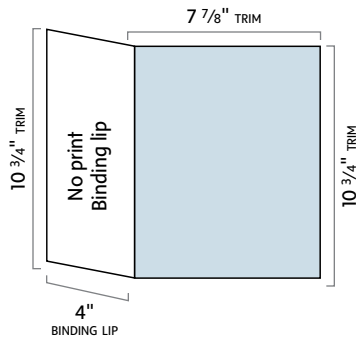


*MUST BE FOLDED BACK, PLEASE PROVIDE FOLDED BACK

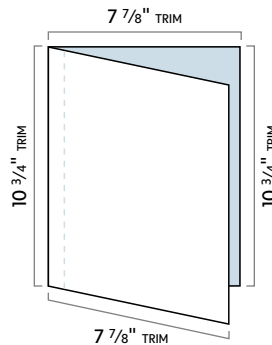
BUSINESS REPLY CARD



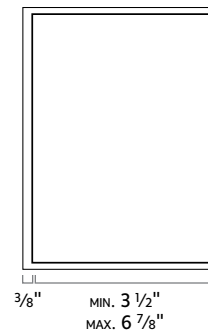
SINGLE-PAGE STITCHED-IN INSERT



MULTI-PAGE STITCHED-IN INSERT



TIP-IN INSERT



STITCHES
SPOT GLUE

LOW FOLIO FRONT TO CENTER: 1/8" BLEED
HIGH FOLIO CENTER TO BACK: 1/8" BLEED + 3/8" LIP
*MULTI-PAGE: MUST BE PRESTITCHED OR UNTRIMMED FORM

Packaging and receiving criteria for inserts supplied by the client

- Inserts can be supplied either directly by the client or by the client's supplier
- A minimum of 2% must be added to the quantity for spoilage
- Inserts must be delivered in good quality, uniform boxes, weighing a maximum of 35lbs, in a manner that keeps them from moving around
- Boxes must be delivered on good quality standard size skids
- 25 samples of each insert must be supplied to Report on Business magazine to:

Isabelle Cabral
The Globe and Mail Centre
351 King Street East, Suite 1600
Toronto ON, M5A 0N1

The following information must appear on the delivery slip

- Client's name
- Item or description of the content
- Name of the magazine to be inserted into
- Issue date
- Quantity per box and total quantity
- **The information above must appear on each box**

Insert Shipping Address

Transcontinental Printing, Imprimerie Interweb Inc.
1603 Montarville Blvd., Shipping & Receiving, Door 10
Boucherville QC J4B 5Y2
tel: 450-655-2801 fax: 450-655-0765
Monday to Friday 8AM to 5PM excluding holidays

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DOUBLE 1/3 BANNER



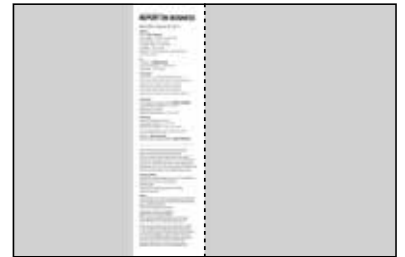
DOUBLE 1/3 BANNER



CANDLESTICKS



MASTHEAD BOOKENDS



MASTHEAD DPS



CONSECUTIVE 1/3 BANNERS



CONSECUTIVE 1/3 VERTICAL



CONSECUTIVE BUILD