

# Classified Advertising Rates 2025

Canada's #1 national newspaper is your connection to the most influential and responsive audience.

## REAL ESTATE

	Metro 1-9 lines	Metro 10+ lines	National 1-9 lines	National 10+ lines
1-2 days	\$23.77	\$11.35	\$28.82	\$16.26
3-5 days	19.61	10.83	24.56	14.14
6-30 days	11.94	8.84	17.41	11.57

## REAL ESTATE PHOTO ADS

Metro	30 line unit (colour)	Additional lines (colour)
Friday	\$412.50	\$13.75

National	30 line unit (colour)	Additional lines (colour)
Friday	\$593.40	\$19.78

## COMMERCIAL REAL ESTATE FEATURE (APPEARS IN ROB)

30 Line Minimum	Colour	B/W
Tuesday and Thursday (2nd day is no charge)	\$32.96	\$26.37
Thursday only	24.72	19.78

All insertions must appear in the same week.

## BUSINESS CLASSIFIEDS (APPEARS IN ROB)

3 Line Minimum	National per line
1-2 days	\$39.12
3-5 days	25.05
6-29 days	16.14
30 days	11.62

## FRANCHISES (APPEARS IN ROB, TUESDAYS)

	National per line
1-4 days	\$21.71
5-8 days	20.17
9-24 days	18.87
25-52 days	17.72

Minimum size is 1 x 50

### Please note:

- Rates are effective January 1, 2024. Rates are net, in CDN dollars.
- Ads are minimum of 3 lines unless stated otherwise.
- For Automotive advertising, please call for rates.
- All deadlines are eastern standard time.

## NATIONAL PERSONALS

New Frequency Program	National per line
1X	\$20
2-6x	17.50
7-12x	15

## CLASSIFIED EMPLOYMENT

3 Line Minimum	Metro per line	National per line
3 days	\$13.75	\$19.78

## IN MEMORIAM AND DEATH NOTICES

Weekdays	1 column per line	2 column, per line
1 day	\$16.10	\$16.41
2 days	15.21	15.85
3+ days	first 2 days 13.51 additional 8.11	first two days 14.06 additional 8.44
Saturday	1 column per line	2 column, per line
1 day	\$17.28	\$18.01
2 days	16.32	17.00
3+ days	first 2 days 14.50 additional 8.62	first two days 15.10 additional 9.05

## SOCIAL AND BIRTH NOTICES

Weekdays	1 col, per line	2 col, per line
1 day	\$13.18	\$16.32
2 days	11.82	14.63
3+ days	10.96	13.54
Saturday	1 col, per line	2 col, per line
1 day	\$14.26	\$17.63
2 days	12.72	15.74
3+ days	11.85	14.65

### ADDITIONAL OPTIONS FOR VITALS

	Additional cost, per day
Double photo and border	\$350
Photograph and borders	230
Border only	125
Logo/headering	37



**NATIONAL EDITION**  
**631,000**  
average weekday readers

**1,573,000**  
average weekend readers

**METRO EDITION**  
**352,000**  
average weekday readers

**742,000**  
average weekend readers

## PRIVATE PARTY

	Weekday per line	Saturday per line
1-3 days	\$12.80	\$18.65
4-6 days	10.73	16.52
7 days	9.36	14.23

First week at full price, then unlimited 1/2 price weeks for private sales & rentals (automotive excluded)

## COMMERCIAL

	Metro per line	National per line
1-3 days	\$25.28	\$30.63
4-6 days	23.18	28.55
7-13 days	21.08	26.33
14-29 days	20.13	25.44
30+ days	19.00	24.17

# Classified Advertising Deadlines

CLASSIFICATION	PUBSET	PUBLISHING DAY/BOOKING DATE	C/R MATERIAL	FINAL CHANGES
<b>B-B Classified (5000-5999)</b>	3 bus days prior @ 3:30pm	2 bus days prior @ 3:30 pm	2 bus days prior @ 4:30 pm	1 bus day prior at 2 pm
<b>Vitals (B&amp;D) - with photo</b>	day prior @ 2 pm	day prior 2 pm	day prior 2 pm	day prior @ 3 pm
<b>Vitals (B&amp;D) - text only</b>	day prior @ 2 pm	day prior 2 pm	day prior 2 pm	day prior @ 3 pm
<b>Classified liners (excl Auto/RE)</b>		<b>Mon:</b> Fri @ 4:30 pm <b>Tue - Fri:</b> day prior @ 2 pm <b>Sat:</b> Fri @ 1:30 pm		
<b>Classified Display (excl Auto/RE)</b>	<b>Mon:</b> Fri @ noon <b>Tue - Fri:</b> day prior 10 am <b>Sat:</b> day prior @ noon	<b>Mon:</b> Fri @ 4:30 pm <b>Tue - Fri:</b> day prior @ 2 pm <b>Sat:</b> Fri @ 1:30 pm	<b>Mon:</b> Fri @ 4:30pm <b>Tue-Fri:</b> day prior @ 2 pm <b>Sat:</b> Fri @ 1:30 pm	<b>Mon:</b> Fri @ 4 pm <b>Tue - Fri:</b> day prior @ 1:30 pm <b>Sat:</b> Fri @ 1:30 pm
<b>Classified Auto</b>	<b>Mon:</b> Fri @ noon <b>Tue - Thu:</b> day prior 10 am <b>Sat:</b> Fri @ 10 am	<b>Mon:</b> Fri @ 4:30 pm <b>Tue - Thu:</b> day prior @ 2 pm <b>Fri:</b> N/A see Drive section deadlines <b>Sat:</b> Fri @ 1:30 pm	<b>Mon:</b> Fri @ 4:30pm <b>Tue - Thu:</b> day prior @ 2 pm <b>Sat:</b> Fri @ 2 pm	<b>Mon:</b> Fri @ 4 pm <b>Tue - Thu:</b> day prior @ 1:30 pm <b>Sat:</b> Fri @ 1:30 pm
<b>Classified Real Estate</b>	<b>Mon:</b> Fri @ noon <b>Tue - Thu:</b> day prior 10 am <b>Fri:</b> Mon @ noon <b>Sat:</b> Fri @ 10 am	<b>Mon:</b> Fri @ 4:30 pm <b>Tue - Thu:</b> day prior @ 2 pm <b>Fri:</b> Mon @ 4 pm <b>Sat:</b> Fri @ 1:30 pm	<b>Mon:</b> Fri @ 4:30pm <b>Tue - Fri:</b> day prior @ 2 pm <b>Fri:</b> Tue @ noon <b>Sat:</b> Fri @ 2 pm	<b>Mon:</b> Fri @ 4 pm <b>Tue - Fri:</b> day prior @ 1:30 pm <b>Fri:</b> Tue @ noon <b>Sat:</b> Fri @ 1:30 pm

## Take the next step


Contact our team for more information and to book your advertising

TEL 416.585.5111

TOLL FREE 1.866.999.9237

advertising@globeandmail.com

[globemediagroup.ca](http://globemediagroup.ca)

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**Please note:** all deadlines are eastern standard time.