

CANADA'S

VitalSigns[®]

Publishing Date:
Wednesday, October 14

Space Close:
Wednesday, September 30
Material Deadline:
Wednesday, October 7

Community means
so many things to so
many people.
And the world to us.

Does community mean the world to you and your business? If so, don't miss this opportunity to join Community Foundations of Canada in the launch of Canada's Vital Signs 2009.

Put your business at the centre of this high-profile snapshot of the state of our country and communities from coast to coast. Be part of an essential resource for individuals and organizations who want to make their communities a better place to live, work and play. Donors, local government, and the corporate sector all turn to Vital Signs for information about our country's priorities, its success stories, and opportunities to have an impact now and in the future.

Connect with donors and community leaders

Canada's Vital Signs is an annual check-up conducted by community foundations across Canada to measure the vitality of our communities and our country.

The agenda-setting report provides Canadians with a reader-friendly snapshot of our country's health by collating research from national sources and making it accessible and engaging.

Share data, success stories and expert insight from communities across the country with your audiences in areas including:

- Arts and culture
- Economy
- Environment
- Health and wellness
- Housing
- Learning
- Getting started
- Safety

Special rates and benefits

If your business is committed to making a difference in Canadian communities take advantage of special advertising rates and act now. Advertising space for Canada's Vital Signs 2009 is limited.

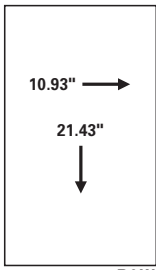
Book early and receive additional exposure on www.vitalsignscanada.ca which receives thousands of visits from across Canada and around the world every month.

Community Foundations of Canada represents the 165 local foundations created by, and for, communities from coast to coast. Community vitality has been our purpose, promise, and passion since 1921, when we started connecting donors to community needs.

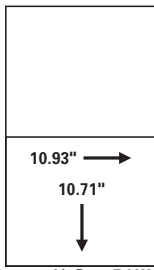


COMMUNITY
FOUNDATIONS
OF CANADA

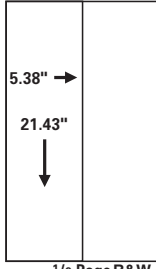
FONDACTIONS
COMMUNAUTAIRES
DU CANADA



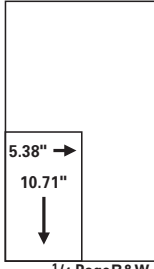
Full Page B&W
1,800 lines
10.93" w x 21.43" d
(6 x 300)
\$29,538.00



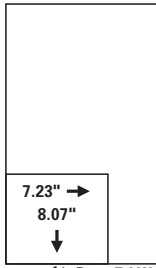
1/2 Page B&W
900 lines
10.93" w x 10.71" d
(6 x 150)
\$14,769.00



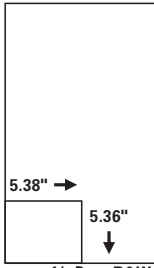
1/2 Page B&W
900 lines
5.38" w x 21.43" d
(3 x 300)
\$14,769.00



1/4 Page B&W
450 lines
5.38" w x 10.71" d
(3 x 150)
\$7,384.00



1/4 Page B&W
452 lines
7.23" w x 8.07" d
(4 x 113)
\$7,417.00



1/8 Page B&W
225 lines
5.38" w x 5.36" d
(3 x 75)
\$3,692.00

One-time Branding Rate

Per agate line

Contract Level	Gross National
\$100,000	16.41

Colour Charge

\$9,885

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 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.

Mechanical Camera-Ready Specifications

Guidelines for non-digital materials.

- Maximum line screen of 100 lines per inch.
- Minimum highlight dot for black and white halftones is 1 per cent.
- Maximum shadow dot for black and white halftones is 95 per cent.

Material for B&W acceptable in the form of velox prints, EXCEPT double truck advertising, for which negatives and one velox (positive image) must be supplied.

Digital Camera-Ready Specifications

Guidelines for digital materials.

- Maximum line screen of 100 lines per inch.
- Minimum highlight dot for black and white halftones is 1 per cent.
- Maximum shadow dot for black and white halftones is 95 per cent.

Media:

CD ROM – preferred.

Zip™ Disks – accepted.

Jaz™ Disks – accepted.

Syquest® Disks – accepted but discouraged.

1.44MB Floppy Disks – accepted but discouraged.

Electronic Delivery:

Co-ordinate initial electronic delivery with your sales representative.

FTP – preferred.

Web Server – accepted.

E-mail – accepted but discouraged.

File Formats:

PDF (Portable Document Format)/ Acrobat – preferred.

EPS (Encapsulated Postscript) – accepted.

Quark Native/Apple™ – accepted.

Quark Native/Microsoft™ Windows – accepted but discouraged.

A proof of the ad must accompany ALL electronic files.

FOR MORE INFORMATION AND TO BOOK ADVERTISING SPACE, CONTACT YOUR GLOBE AND MAIL REPRESENTATIVE OR:

KEITH RYDER Category Manager t: 416.585.5691 e: kryder@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 NFDL, 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

U. S., 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

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

YOU ALSO NEED TO KNOW: Any advertising published by The Globe and Mail in the newspaper or any of its other publications may, at our discretion, be published, displayed, retained and archived by us and anyone authorized (including any form of license) by us, as many times as we and those authorized by us wish, in or on any product, media and archive (including print, electronic and otherwise).

All advertising must meet Globe and Mail terms and conditions – ask for a printed copy from your Globe and Mail advertising representative.