

ONLINE TRADING 2009

Read it online: www.thestar.com/onlinetrading

NOW ON SATURDAYS! • MORE THAN 1.5 MILLION READERS

What is *Online Trading*?

2009 ushers in a new *Online Trading* series for our 1.5 million readers across Ontario, educating them on new advances and trends in managing their investments online. Over the past few years, *The Toronto Star* has become a leader in providing information to help new investors feel comfortable in making the move to online investing, while keeping intermediate investors abreast of news that will make their investment choices meaningful as they work with their online broker. The Saturday distribution of this supplement will get into 624,000 households, crossing a wide range of choice demographics. The online and archived version is available at www.thestar.com/onlinetrading.

Sources: ABC Audit Statement Sept 30/07; Nadbank 2007 Full Study, Ontario Adults 18+



EDITORIAL LINE-UP FOR SATURDAY, FEB 21, 2009

- A primer on risk analysis – including a risk checklist
- Fear and greed: a stockbroker and a psychologist talk about the two forces that drive the markets
- New for 2009: trading online within a tax-free savings account
- Economic outlook for first six months of 2009 – what the experts say about opportunities for online traders
- Q&A interview with an online trader—part of our ongoing series

PLUS, OUR REGULAR FEATURES:

- “Tips from the Top,” advice from online broker CEOs
- Pivot Questionnaire
- By the numbers
- Hardware and software for online traders
- Online Trading calendar

For more information, please contact Elizabeth Crouse, (416) 869-4088, ecrouse@thestar.ca

VOICE of the GTA
TORONTO STAR
thestar.com

SAT. FEBRUARY 21

Booking: Wed. Feb. 4

Material: Fri. Feb. 6

SAT. JUNE 6

Booking: Wed. May 20

Material: Fri. May 22

SAT. SEPT. 19

Booking: Wed. Sept. 2

Material: Fri. Sept. 4

SAT. NOV. 21

Booking: Wed. Nov. 4

Material: Fri. Nov. 6

ONLINE TRADING 2009

Ad Deadlines, Specifications and Preparation

Online Trading Issue Dates & Deadlines

Sat. February 21

Booking: Wed. Feb. 4
Material: Fri. Feb. 6

Sat. June 6

Booking: Wed. May 20
Material: Fri. May 22

Sat. September 19

Booking: Wed. Sept. 2
Material: Fri. Sept. 4

Sat. November 21

Booking: Wed. Nov. 4
Material: Fri. Nov. 6

Important Note: We reserve the right to adjust files (replace typefaces, convert colours, re-size ads, etc.) if specifications are not met. **As sections are pre-printed, advance deadlines must be followed.**

Sending ads via FTP

Server: ftp.jellystudio.com

User-ID: star@jellystudio.com

Password: letmein

Path/Directory: (leave blank)

Make sure all files are compressed and include all images and typefaces. Contact Norbert Knops at (416) 515-1914 to confirm files have been received. If you require an electronic proof to be sent to you once the ad is received and placed, please e-mail norbert.jelly@rogers.com

Material Preparation / Acceptable Formats

1. All files must be Macintosh compatible, compiled in Quark XPress 5, (6 is also acceptable but not preferred) with all typefaces and images included. If you are using Quark 6.5, please save back to Quark 5 before submitting. Postscript typefaces and high-resolution images only please. No Truetype, Multiple Master, PC or website fonts. Images in Microsoft Word or low-res website images will not reproduce and therefore cannot be accepted.

2. High-resolution Adobe Photoshop or Adobe Illustrator EPS or TIFF files are also acceptable (Mac Format).

3. High-resolution PDF files are acceptable too (as long as no client changes are anticipated).

4. All ads must be size-as (100%).

5. All scans and rasterized graphics (Photoshop files) should be a minimum of 170 dots per inch (dpi), size-as.

Type knocked out of a colour background

1. White or any colour of type knocked out of a colour background should be at least 10 pt. bold san serif or it may be difficult to read in the newspaper.

2. If you do use colour backgrounds, we suggest using basic CMYK colours or basic combinations of colours (i.e. red = 100 magenta +100 yellow, or blue = 100 cyan +100 magenta) for best reproduction.

Colours

1. Only CMYK files please. Please convert all Pantone and RGB colours to CMYK or they will NOT reproduce.

Images and Typefaces

1. Make sure you include all Photoshop and/or Illustrator EPS or TIFF images, as well as high-resolution PDFs.

2. Graphics downloaded from websites (@ 72 dpi) are NOT acceptable. Some websites though, do have high-resolution images for print reproduction use. Make sure resolution is at least 170 dpi for size-as images.

3. Photoshop images embedded in Illustrator will not reproduce and are therefore not acceptable.

4. Include all typefaces. No Truetype, Multiple Master, PC or Website fonts - use postscript fonts only.

5. Please ensure that both printer fonts as well as screen fonts are provided.

6. We reserve the right to replace any missing typefaces, but will always try to match original typeface design.

7. PC files, images (such as Corel Draw or Word) and PC typefaces will not reproduce and are NOT acceptable.

8. Please avoid converting body copy to paths in Adobe Illustrator files unless you are 100% certain no subsequent changes will be made by the client.

Media

CDs are acceptable. However, electronic submission of artwork through our FTP site (above) is preferred.

AVOID

The following will NOT reproduce properly in The Star and therefore are unacceptable. Please make certain these do NOT appear in your submitted files.

~~PANTONE OR RGB COLOURS~~

~~TRUE TYPE, MULTIPLE MASTER, PC OR WEBSITE TYPEFACES~~

~~PC IMAGES (COREL OR WORD FILES)~~

~~LOW-RES OR WEBSITE IMAGES~~

~~PHOTOSHOP IMAGES EMBEDDED IN ILLUSTRATOR~~