



BUSINESS EDUCATION

PUBLICATION DATES: March 17, 2017, November 7, 2017

GET INVOLVED BY: February 24, 2017, October 17, 2017

MATERIAL DUE: March 3, 2017, October 24, 2017

TENTATIVE TOPICS INCLUDE:

- Niche and specialty MBA programs
- Programs available through colleges
- A look at offerings with an international focus
- The latest in thought leadership and research from business schools
- University vs. College – making the choice
- The growth of online learning
- Profiles of students in undergraduate, post-graduate and college programs

Canadian universities and colleges continue to enhance the scope of postsecondary business education. Whether it's part-time, full-time, MBA, EMBA, diploma or certification, there is something for all educational objectives. These editorial Reports on Business Education will examine the academic trends, with an eye on assisting students as they select the program most beneficial to their career goals.

ADVERTISING OPTIONS

Editorial special reports are available across digital and newspaper. Each media is offered separately; speak to your Globe and Mail Account Manager for cross-platform packages.

DIGITAL

500,000 impressions

- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
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- \$11,500**

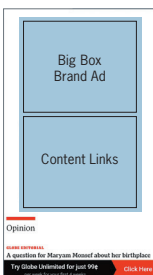
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

Co-branded impressions: 300 x 600 contextual placement on Globe and Alliance. Multi-platform as available.

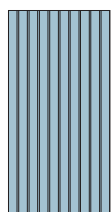
Branding next to content.

Content promotion via audience engagement units.

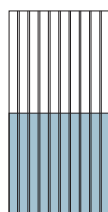


NEWSPAPER

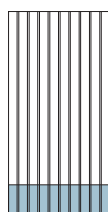
Rate card or contract rates apply. Additional size options available.



FULL PAGE
10 col x 280 ag
9.88" x 20.0"



1/2 PAGE
10 col x 140 ag
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BANNER
10 col x 47 ag
9.88" x 3.36"



REACH YOUR MARKET*



ONLINE...

18 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM, ALLIANCE)

6.5 MILLION

MONTHLY UNIQUE VISITORS
(GLOBE AND MAIL MULTI-PLATFORM)

Source: comScore, Omniture, Doubleclick

WITH POWERFUL INTERACTIVITY RESULTS...

35% higher reading time

Over 2 minutes on special report articles vs. GAM site average

3x higher CTR

On ads next to content vs. GAM site and Canadian average

Source: comScore, Omniture, Doubleclick



IN PRINT...

1,318,000

(WEEKDAY READERS)

Source: Vividata Q2 2016

2.2 million print & digital readers feel it's important to continue learning new things, and want to get to the very top of their careers (index 109)

Formal Education is important to Globe readers, who are twice as likely to obtain University certificates above a Bachelor level than average Canadian adults

Source: Vividata Q3 2016 A18+ National

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