



COLLEGES

PUBLICATION DATES: October 20, 2017

GET INVOLVED BY: September 29, 2017

MATERIAL DUE: October 6, 2017

Tentative editorial topics

- Colleges and international collaboration
- Notable college research initiatives
- College's role in retraining new arrivals to Canada
- Q and A's with college presidents - how their institutions are getting students ready to face the shifting economic climate
- Changing direction - A look at mature students who are educating themselves for career changes
- How social networking is enhancing the college experience
- Colleges and communities - addressing local needs

Colleges are an extremely important component in Canada's higher education landscape. This special editorial report will examine the substantial role that colleges play in the education of both young people as they begin post-secondary education and older adults looking to enhance and update career skills.

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

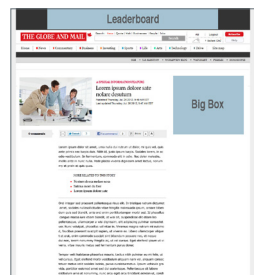
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- }
- \$11,500**

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

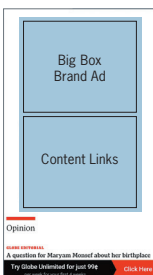
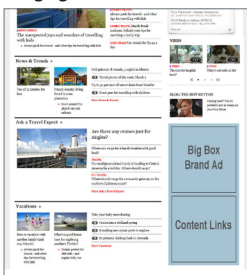
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

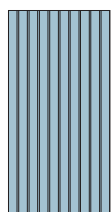


Content promotion via audience engagement units.

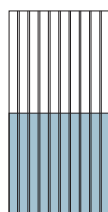


NEWSPAPER

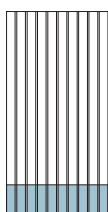
Rate card or contract rates apply. Additional size options available.



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



1/2 PAGE
10 col x 140 ag
9.88" x 10.0"



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

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES*

- **151,000 print & digital readers** are currently attending college (index 110)
 - 38% A18-24; 45% A25-49 (index 129); 17% A50+
- Globe readers are driven to get the top of their careers, and feel it's important to continue to learn new things (index 110)

Sources: Vividata Q3 2016 A18+ National

For additional information, please contact

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