



ONLINE EDUCATION

PUBLICATION DATES: November 15, 2017

GET INVOLVED BY: October 25, 2017

MATERIAL DUE: November 1, 2017

TENTATIVE TOPICS INCLUDE:

- The growth of online learning in Canada
- Case studies of students doing online degrees through Canadian institutions
- Student's guide to selecting the online program that will be right for them
- The online connection for international students

Institutional learning is no longer confined to a physical classroom. This is good news as more and more people look for alternative and convenient ways to earn degrees and update skills. At the same time, schools are increasingly looking at attracting students from across the country and around the world. The digital space provides the platform to connect students and educators via remote resources. This special editorial report discusses the latest trends in online education.

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

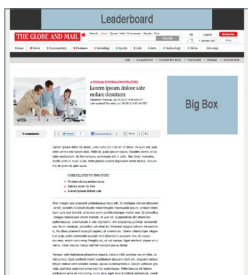
- › 15,000 next to special report content
 - › 485,000 co-branded audience engagement units
- } **\$11,500**

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

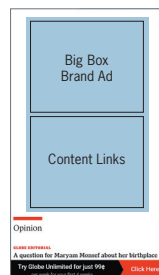
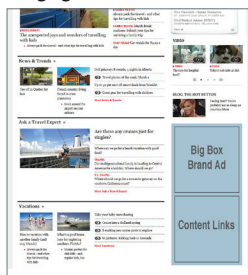
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

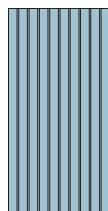


Content promotion via audience engagement units.

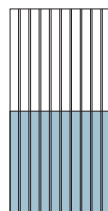


NEWSPAPER

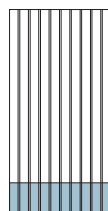
Rate card or contract rates apply. Additional size options available.



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 NEWSPAPER CONNECTS YOU TO 1.2 MILLION ADULT 18+ READERS EVERY WEEKDAY

- **75%** say it's important to learn new things throughout life
- **48,000** print and digital readers are formally engaged in education via correspondence
- Globe readers are 1.3 times more likely to have a home office to work within the comfort of their own homes

Sources: Vividata Q3 2016 A18+ National