



# SMALL BUSINESS WEEK

**PUBLICATION DATES:** Oct 16, 17, 18, 19, 20, 21

**GET INVOLVED BY:** Sep 25, 26, 27, 28, 29, 30

**MATERIAL DUE:** Oct 2, 3, 4, 5, 6, 7

Entrepreneur-run organizations exude a strong sense of optimism about their business prospects. Positive thinking aside, they have many challenges to overcome, with many being unique to their business size. In the Small Business Week report, we'll explore a variety of issues that relate to small businesses.

## 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**

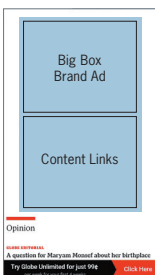
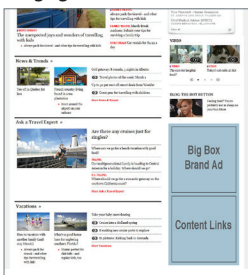
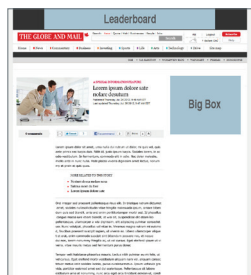
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

**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.

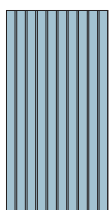
Branding next to content.

Content promotion via audience engagement units.

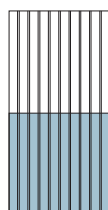


### NEWSPAPER

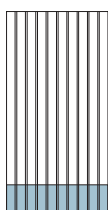
Rate card or contract rates apply. Additional size options available.



**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

**61,000** print & digital readers are Small Business Decision makers (index 111).

They are in charge of over **\$23 billion** in spending nationwide.

Over 1/3 of The Globe's 1 million entrepreneurial readers work for small companies (<100 employees).

Source: Vividata Q3 2016 A18+ National

For additional information, please contact **KEITH RYDER**, Brand Partnership Manager, Special Reports

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