



TAX PREPARATION FOR SMALL AND MEDIUM SIZE BUSINESSES

PUBLICATION DATES: April 20, 27, May 4, 11, 18, and 25

GET INVOLVED BY: March 30, April 6, 13, 20, 27, and May 4

MATERIAL DUE: April 6, 13, 20, 27, May 4, and 11

One of the main challenges of running a small or medium sized business is yearend and tax preparation. To bring clarity and guidance, The Globe and Mail will produce a 6-part series starting on April 20th to help Canadian entrepreneurs navigate this notorious period. Our tips and advice will help make the process of filing with the CRS easy and painless.

To learn more and book your space, speak with your Globe representative today.

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**

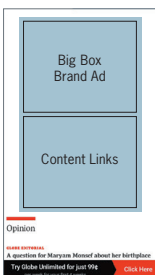
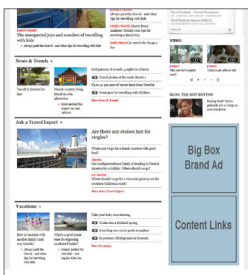
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

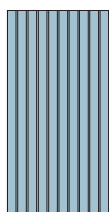
Branding next to content.

Content promotion via audience engagement units.

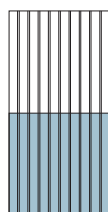


NEWSPAPER

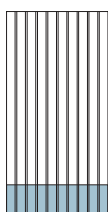
Rate card or contract rates apply. Additional size options available.



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*

- **1.4 million** of our print and digital readers won, manage or work in small businesses
- **510,000** of them are involved in their company's purchasing decision, worth a total of \$25.4 billion (index 134)

Source: Comscore Q2 2016, Vividata Q2 2016 A18+ National (Small Business based on Stats Canada definition of 100 employees or less)

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

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