



ONTARIO TRANSIT

PUBLICATION DATES: Friday, May 26, 2017

GET INVOLVED BY: Friday, May 5, 2017

MATERIAL DUE: Friday, May 12, 2017

This editorial special report will put a spotlight on transit in Ontario – past, present and future. Within the environment would be potential discussions on various modes of transportation including rail, bus, subway, cycling, walking, car (highways and roads) and plane. It could further highlight planned funding against track upgrades, buses, shelter and station upgrades. As Ontario’s population grows, so does the need for better understanding of transit options and potential solutions. This Ontario Transit report will examine both.

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**

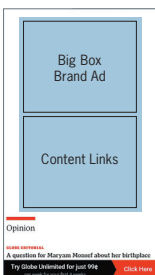
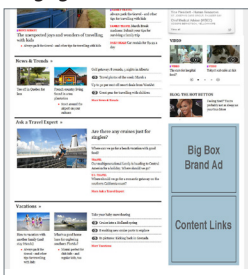
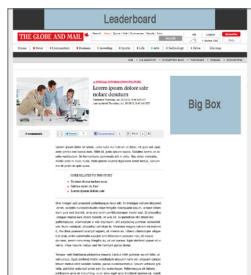
- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting including pageview delivery.

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.

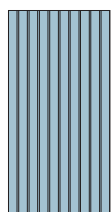
Branding next to content.

Content promotion via audience engagement units.

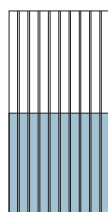


NEWSPAPER

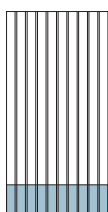
Rate card or contract rates apply. Additional size options available.



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*

- **239,000 readers** work in Transportation/Distribution (index 112), responsible for \$8.3 billion in spending (index 155)
- **1.3 million readers** take public transit (index 132), and average 10 trips a week
- **154,000 print & digital readers** are Senior Managers/Owners of businesses in the Toronto GTA (index 156), responsible for \$5.4 billion in spending (index 198)

Source: Vividata Q2 2016 A18+ National

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

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