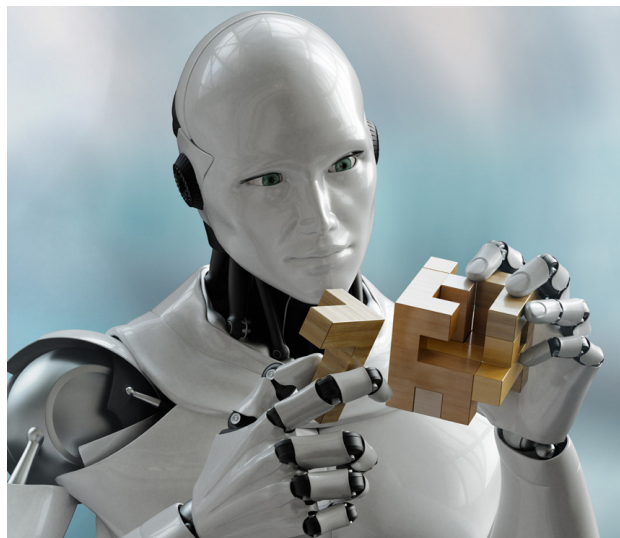


# ARTIFICIAL INTELLIGENCE



**PUBLICATION DATES:** Monday, May 29 **GET INVOLVED BY:** Monday, May 8  
**MATERIAL DUE:** Monday, May 15

Over the coming years, artificial intelligence will touch every industry from farming to finance and aerospace to manufacturing. Countries that lead in AI research and application are expected to see a doubling of their economic growth rates.

Canadian universities and businesses are integral parts of this global AI breakthrough. But what are the challenges and opportunities on the horizon? Who are the leaders that will take Canada through this exciting time?

To answer these questions and delve deeper into the AI phenomon, The Globe and Mail will publish Artificial Intelligence on May 29th, 2017. To find out more and reserve your space, please speak with your Globe and Mail advertising 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**

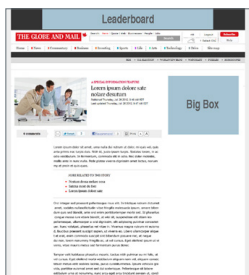
- > 15,000 next to special report content
  - > 485,000 co-branded audience engagement units
- } **\$11,500**

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

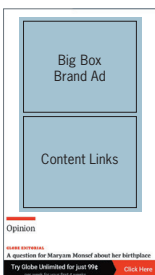
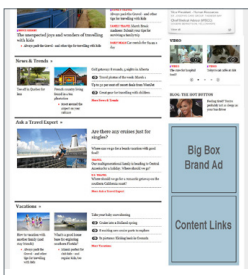
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

**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.

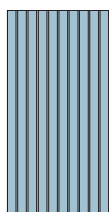


Click image to view

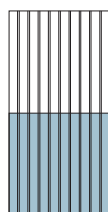


### NEWSPAPER

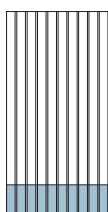
Rate card or contract rates apply. Additional size options available.



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

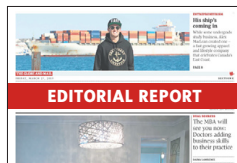


**1/2 PAGE**  
10 col x 140 ag  
9.88" x 10.0"



**BANNER**  
10 col x 47 ag  
9.88" x 3.36"

Click image to view



## 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\*

- **980,000** readers work in Research & Development/Scientific roles (index 137)
- **533,000** of them are the Business Decision Makers (index 128), responsible for \$25.6 billion in spending (index 153)
- **141,000** readers have investments in Science & Technology (index 138)

Source: Vividata Q2 2016 A18+ National

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

[kryder@globeandmail.com](mailto:kryder@globeandmail.com)