

INTELLECTUAL PROPERTY



PUBLICATION DATES: May 12, 2017

GET INVOLVED BY: April 21, 2017

MATERIAL DUE: April 28, 2017

All Canadian businesses have brand images, colours or other attributes to make them individually recognizable to customers. Known as intellectual property, it is important that businesses take stock of these identifiers and develop strong strategies to promote and protect them. This can be easier said than done, but there are tools and services available to companies to help with these tasks.

On Monday May 12th, The Globe will publish a report on Intellectual Property that will take a look at this important exercise. It will potentially cover the key categories of trademarks, patents, copyright, industrial design and artificial intelligence. If your organization needs to connect with business decision makers in these spaces, you won't want to miss out on being seen in this special report.

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

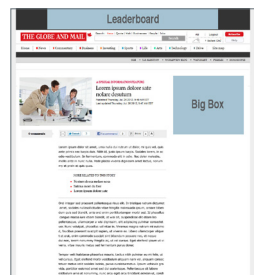
- > 15,000 next to special report content
 - > 485,000 co-branded audience engagement units
- }
- \$11,500**

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

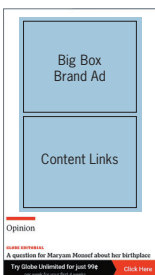
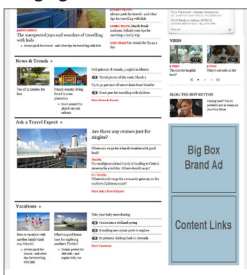
Next-to-content impressions: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

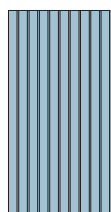


Content promotion via audience engagement units.

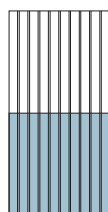


NEWSPAPER

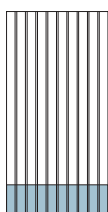
Rate card or contract rates apply. Additional size options available.



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*

- **3.9 million** go to our website weekly for their news and information
- **1.6 million** print & digital readers are Entrepreneurs, Small Business Owners or manage a business
- They are responsible for making business decisions worth \$34.4 billion

Source: Vividata Q2 2016 A18+ National

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

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