

# POWER GRID SECURITY



**PUBLICATION DATES:** May 8th, 2017

**GET INVOLVED BY:** April 17th, 2017

**MATERIAL DUE:** April 24th, 2017

In 2016, The Canadian and American governments released a “U.S.-Canada Joint Statement on Climate, Energy, and Arctic Leadership”.

Included in the statement was a commitment to develop a common strategy for strengthening the security and resilience of the inter-connected North American electricity grid.

There is no doubt that there is heightened anxiety about cyberwarfare and the reality that hackers and rogue states now have the ability to cripple the North American power grid.

How are we keeping the lights on? Who is responsible for keeping us safe?

On May 8th, The Globe and Mail will publish an in-depth report that will fully explore which steps are being taken to sure our Power Grid.

## 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**

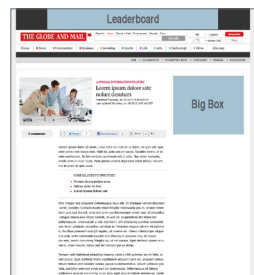
- > 15,000 next to special report content
  - > 485,000 co-branded audience engagement units
- }
- \$11,500**

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

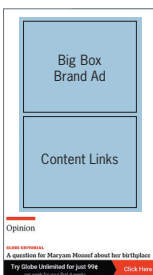
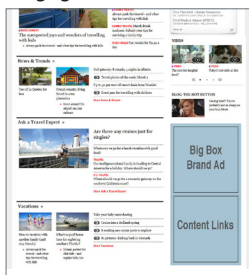
**Next-to-content impressions:** Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

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

Branding next to content.

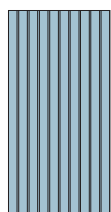


Content promotion via audience engagement units.

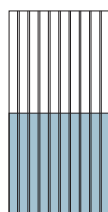


### NEWSPAPER

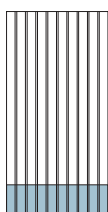
Rate card or contract rates apply. Additional size options available.



**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\*

- 485,000 print & digital readers are Senior Managers/Owners of businesses (index 153), responsible for **\$18 billion in spending** (index 183)
- **Over 1 million readers** work for the Government, with 20% involved in Corporate Policy (index 128)

Source: Vividata Q2 2016 A18+ National

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

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