

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Supercomputing – the modern day workhorse – is a fundamental ingredient in Canada’s ability to compete globally. Taking advantage of economies of scale and developing leadership class high performance computing systems play an important role in facilitating progress towards Canada’s economic and innovation goals. Supercomputers help to leverage common infrastructure to address the needs of academic, government and industry sectors. They are also becoming increasingly scalable to companies and research pursuits of all sizes with a limitless spectrum of uses and contribute to the development of a workforce with skills that transfer easily between sectors.

	GOING LIVE IN PRINT AND ONLINE: MAY 1, 2017	GET INVOLVED BY: MARCH 20, 2017	MATERIALS DUE: APRIL 24, 2017
---	---	---	---

Produced in collaboration with Compute Canada, the following editorial highlights are proposed for this special feature:

IMPACT. We highlight the role of advanced research computing in accelerating scientific discovery for national competitiveness, innovation and economic success, and developing a diverse and well-prepared workforce.

COLLABORATION. We explore examples of collaborations, where industries like advanced manufacturing, personalized medicine, environmental monitoring, genomics and big data gain access to advanced research computing experts and infrastructure.

EDUCATION AND LEADERSHIP. Who are Canada’s leaders and how do they leverage the power of supercomputing, advanced research computing and big data to compete globally?

BUSINESS SUCCESS. How do businesses leverage high performance computing and advanced research computing methods to build better products, develop new drugs, create new advanced materials or reap the benefits of big data analytics?

THE GLOBE AND MAIL ATTRACTS CANADA'S INFLUENTIAL ADULTS AND EXECUTIVES

Our weekday readers are:

- 64% more likely** to be senior managers/owners
- 31% more likely** to be professionals
- 2x as likely** to have household incomes of \$200,000+

REACH YOUR MARKET



IN PRINT...

1,298,000

WEEKDAY READERS

1,864,000

SATURDAY READERS



ONLINE...

6,584,000

UNIQUE VISITORS EVERY MONTH

3.6 million

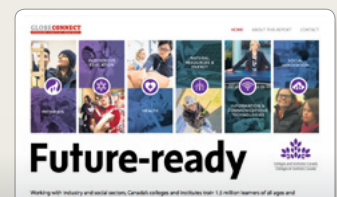
UNIQUE MOBILE VISITORS



+ Increase your reach and audience with SOCIAL MEDIA AMPLIFICATION...

See page 2 for details...

We've had a long history of producing engaging print and digital features. Select a link below to view a previous feature.



NEXT STEPS? Contact Globe and Mail Project Manager RICHARD DEACON at 604.631.6636, or via e-mail at rdeacon@globeandmail.com

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE

SUPERCOMPUTERS



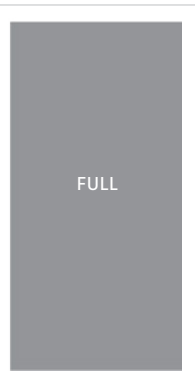
PRINT

DIGITAL

SOCIAL

CHOOSE YOUR AD SIZE AND FREQUENCY

We will boost your investment value by presenting custom content opportunities designed to deliver readership value and support your strategic interests.



PUBLISH

See your special feature content housed in the globeandmail.com special features hub:

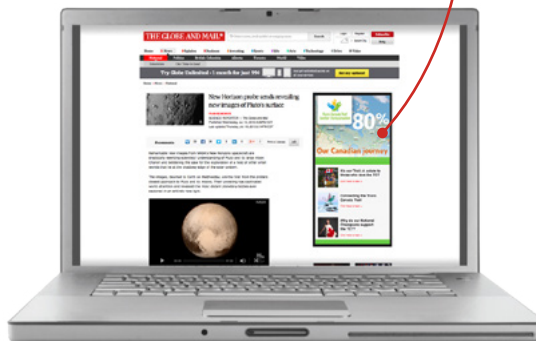


OR for added global visibility, publish on a custom special feature website:



ADVERTISE

Co-branded digital ads on globeandmail.com promote brand awareness and drive to your site and special feature content:

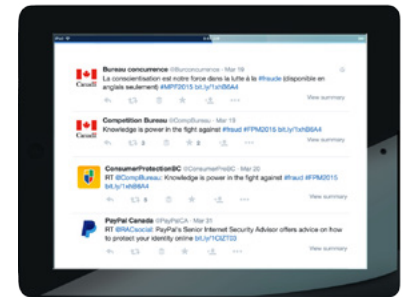


AMPLIFY

Mobilize content, conversations and build your social media influence, engagement and audience. Choose from a suite of services:

- > CUSTOM CONTENT (ARTICLES, BLOG POSTS, VIDEO)
- > STRATEGY > DAILY UPDATES

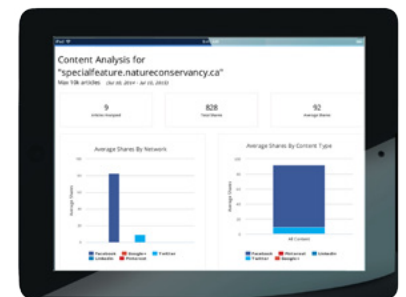
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS