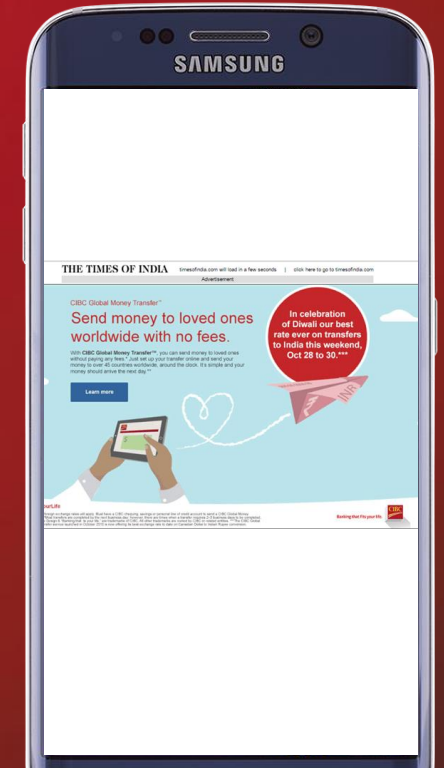
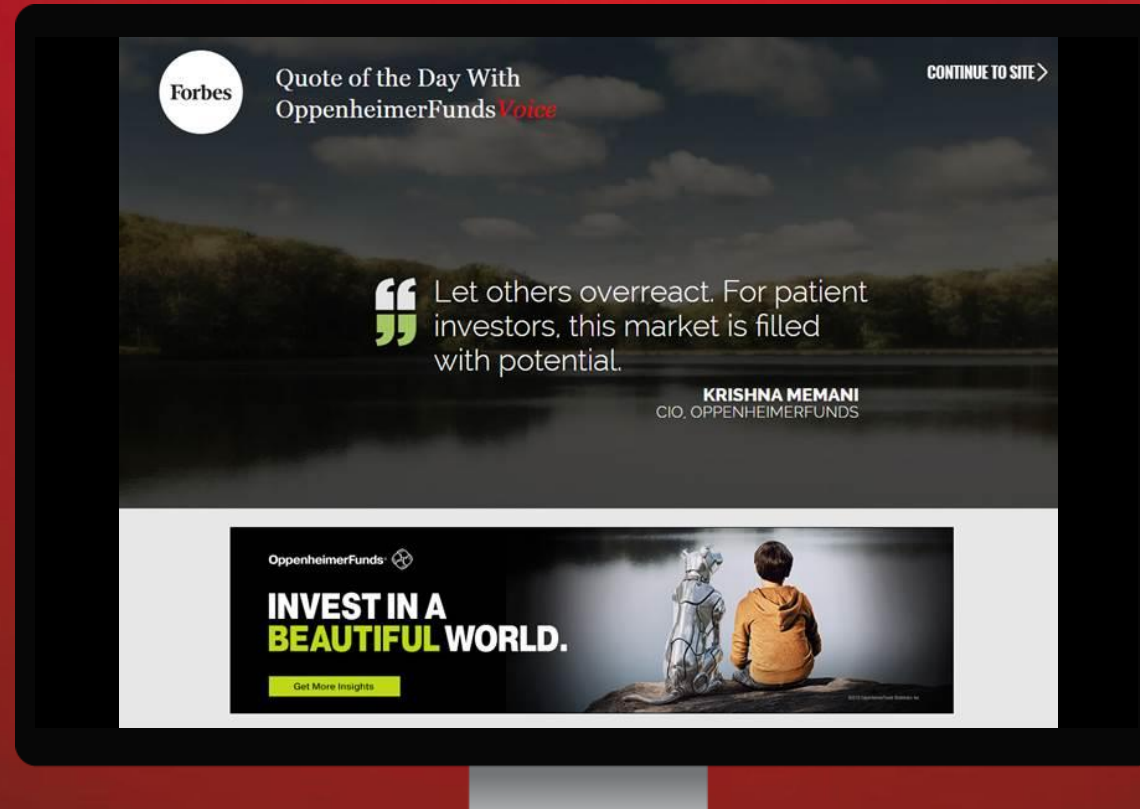
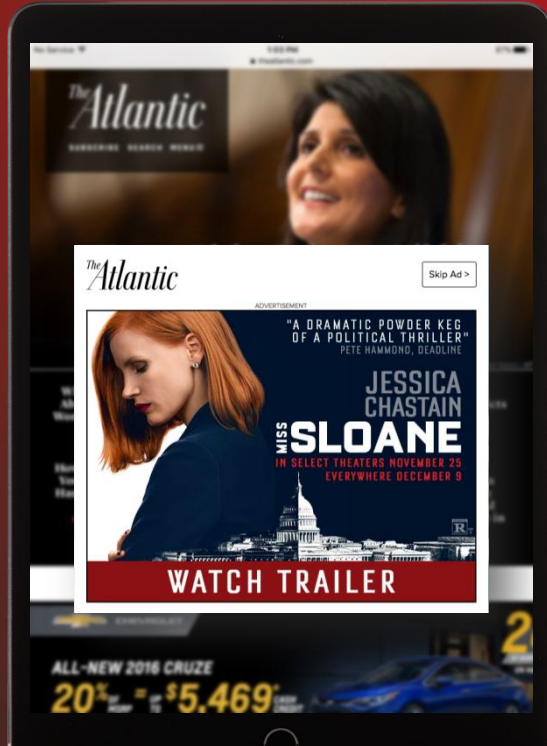


Welcome to the new Globe Alliance *Welcome Ad*

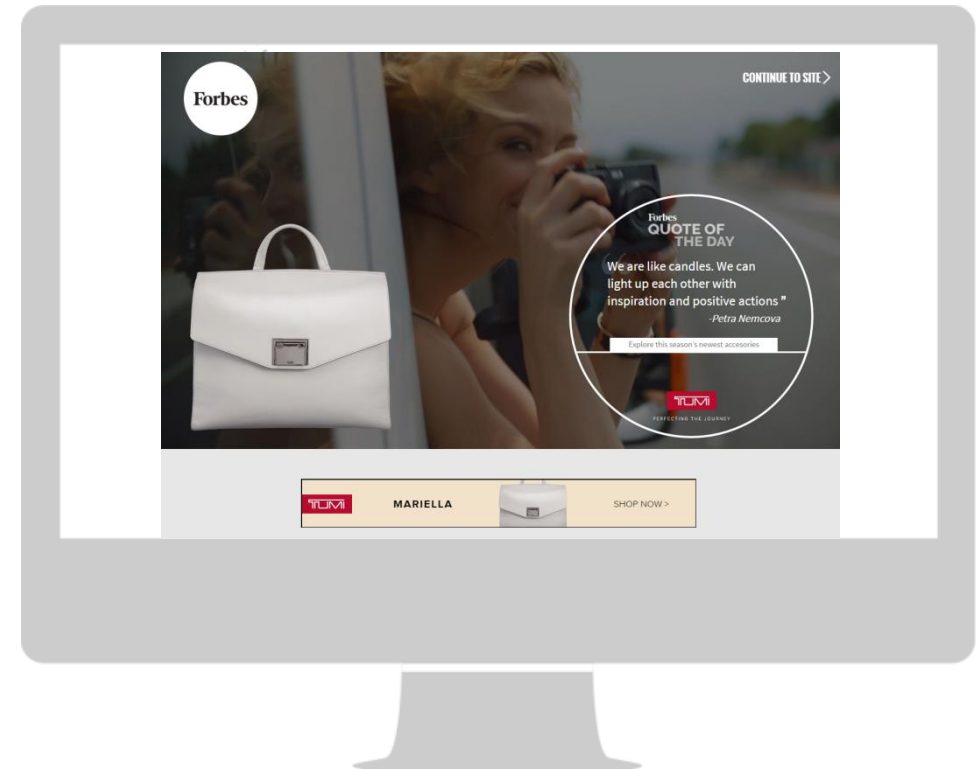


THE GLOBE AND MAIL Alliance

Capture attention with Globe Alliance's new *Welcome Ad*.

Make sure your brand will be the first thing consumers see when visiting Globe Alliance sites on desktop, tablet and mobile

- **High Visual Impact:** make the strongest first impression
- **Stronger response** – Takeover units deliver 4.5x higher CTR than expandable banners*
- **Large Creative Canvas** to showcase your brand story
- **100% Viewability** with complete screen ownership



A unique opportunity. You're welcome.

Delivered across our News & Business category and our Lifestyle & Entertainment category sites



Inc.

TOWN&COUNTRY

ELLE

delish

CountryLiving

Esquire

COSMOPOLITAN



ELITE
DAILY

redbook

BAZAAR

Woman'sDay

ELLEDECOR

R&T

seventeen

the Atlantic

THE TIMES OF INDIA

GOOD
HOUSEKEEPING

marie claire

HouseBeautiful

VERANDA

PopularMechanics

	Est. Impressions (One Day)	Cost
Globe Alliance Welcome <i>Prestitial</i> Ad – ONE DAY DOMINANCE	325,500	\$20,000
Forbes – ONE WEEK DOMINANCE Must be booked on a weekly basis. Impression estimates will vary	160,000	\$9,600
To increase the impact of your messaging, include a HPTO on the Globe and Mail site (must run on same day)	<ul style="list-style-type: none"> → Extended brand presence will reinforce recall → Contextually align with our top quality content → Block your competition's messaging 	

Welcome ad specifications.

Dimensions*	640x480; 600x600; 800x600; 728x500; 640x415 – No expansion <small>TOI accepts larger format 1320x570</small>
Format	PNG JPEG GIF or via 3 rd party ad tags Hearst Brands – iFRAME Vendor Tag (HTTPS)
File Size (Max)	40 – 80 kb (variable by brand)
Animation	7 – 15 seconds (variable by brand)
Rich Media (Video/Audio)	Adheres to IAB Guidelines <small>Forbes & Fast Company excluded</small>
Frequency Cap	1 / 24
Additional Elements	Refer to attached specs for full details or contact Olga Brilant