

THE GLOBE AND MAIL

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



A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

An ongoing evolution in the payments industry is creating a wealth of new tools and platforms that offer individuals, businesses and organizations convenient and safe options. From credit and debit cards and global payment processing, to online, mobile, digital and cryptocurrency payments, today's solutions can help to forge connections, navigate currencies and successfully participate in an increasingly globalized economy.



GOING LIVE IN PRINT AND ONLINE:

OCTOBER 13, 2017
NOVEMBER 13, 2017
NOVEMBER 27, 2017

GET INVOLVED BY:

SEPTEMBER 1, 2017
OCTOBER 2, 2017
OCTOBER 16, 2017

MATERIALS DUE:

OCTOBER 6, 2017
NOVEMBER 6, 2017
NOVEMBER 20, 2017

Proposed editorial highlights for this three-part series:

LEADERSHIP AND INNOVATION. We profile examples of companies and startups at the forefront of financial innovation.

INTEGRATED SOLUTIONS. We highlight solutions that cover a range of business needs and services.

BUSINESS BUILDERS. What are the options that can help expand the number of payment methods, attract more clients, facilitate faster payment, and ensure a secure environment for all parties involved in the transactions?

SME SOLUTIONS. We explore new and innovative options that can help small and medium-sized enterprises succeed.

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

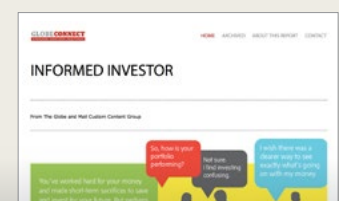
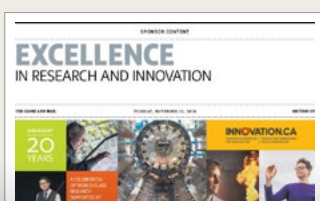
UNIQUE MOBILE VISITORS



+ 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

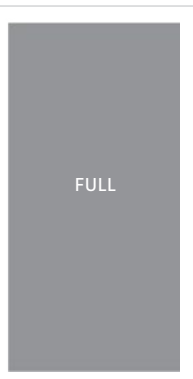
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INNOVATION IN PAYMENT SOLUTIONS



PRINT

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.



DIGITAL

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

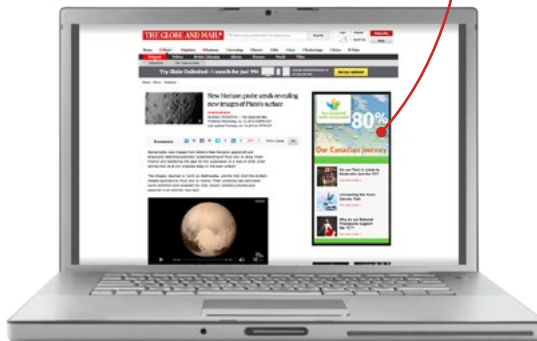


OR for added global visibility, publish on a custom special feature website:



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

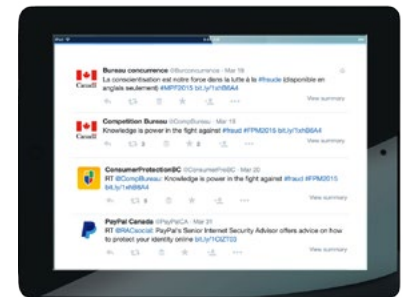


SOCIAL

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

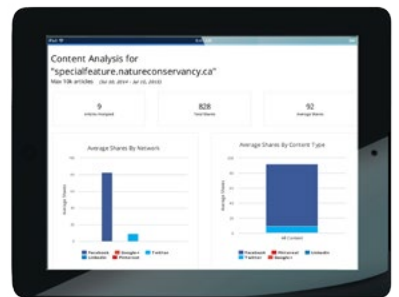
PLUS



- > INFLUENCER ENGAGEMENT



- > PAID SOCIAL AMPLIFICATION



- > REPORTING AND ANALYTICS