

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



## CLIMATE LEADERSHIP: ALBERTA

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Meeting Canada's climate change commitments requires thoughtful actions across the country. In Alberta, leading companies, organizations and communities are striving to reduce their impact on the environment and facilitate a shift away from our reliance on natural resources and carbon-based energy. They are developing low-carbon energy systems, supporting clean technology innovation and implementing environmentally responsible practices.



**GOING LIVE IN PRINT AND ONLINE:**  
NOVEMBER 2, 2018

**GET INVOLVED BY:**  
SEPTEMBER 21, 2018

**MATERIALS DUE:**  
OCTOBER 19, 2018

### Proposed topics:

**CLEAN ENERGY.** We explore Alberta's plan for bringing on renewable energy and accelerating the shift away from coal.

**RESEARCH AND EDUCATION.** We highlight the contributions of leaders in sustainability research and education.

**INNOVATION.** We cover the role of clean technology in providing innovative solutions to climate challenges as well as driving Alberta's economic sustainability.

**INFRASTRUCTURE.** What are the green infrastructure projects that will have a large impact on the province's environmental performance?

**PARTNERSHIPS.** We feature cross-sector partnerships that are advancing environmental sustainability.

### REACH YOUR MARKET



IN PRINT...

**1,168,000**

WEEKDAY READERS (National)\*

**666,000**

WEEKDAY READERS (Ontario)\*

**997,000**

SATURDAY READERS (Ontario)\*



ONLINE...

**7,000,000**

UNIQUE VISITORS EVERY MONTH  
(Globe and Mail multi-platform)†

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 ††



**+ 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](mailto:rdeacon@globeandmail.com)

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### PRINT

### DIGITAL

### SOCIAL

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