

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



WESTERN SCHOOLS

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Western Canada offers a wide range of post-secondary education options. Leading schools have gained national and international renown for their research contributions, innovative partnerships with industry and local communities and excellence in equipping the next generation with the skills they need for succeeding in a changing economy.



GOING LIVE IN PRINT AND ONLINE:
NOVEMBER 22, 2018

GET INVOLVED BY:
OCTOBER 11, 2018

MATERIALS DUE:
NOVEMBER 8, 2018

Proposed topic highlights:

STUDENT EXPERIENCE. We explore notable programs and initiatives that are designed to enhance student experiences.

RESEARCH AND INNOVATION. We highlight the efforts of colleges and universities to further Canada's competitiveness through research and innovation.

ENTREPRENEURSHIP. What institutions are leading the way in educating Canada's next generation of entrepreneurs?

PARTNERSHIPS. Post-secondary institutions in western Canada are building bridges from the classroom to the work force, giving students better chances for furthering their careers.

GREEN CAMPUS. We showcase examples of leadership in environmental sustainability and climate change mitigation.

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 ††

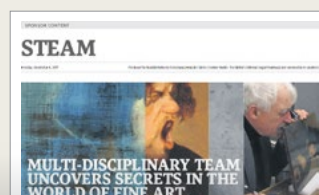
3x higher CTR:
on ads next to content vs. GAM site and Canadian average ††



+ 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

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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.

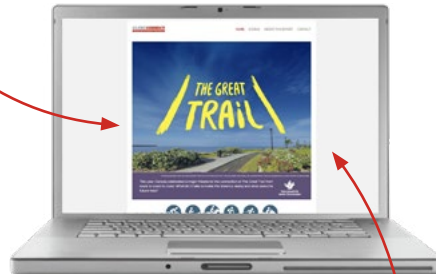


PUBLISH

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

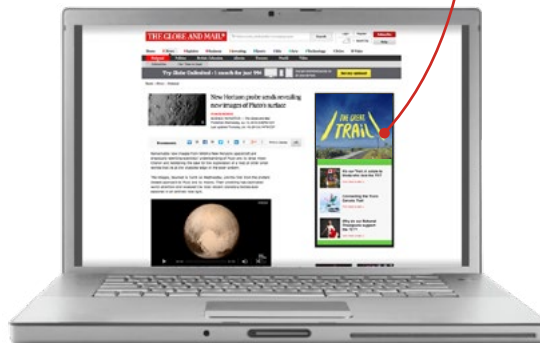


OR for added global visibility, publish on a custom special feature website:



ADVERTISE

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

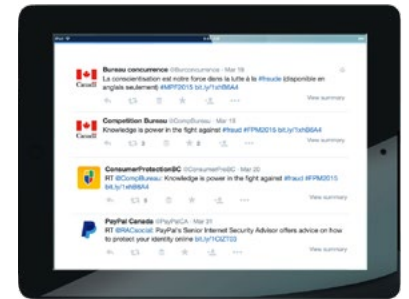


AMPLIFY

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

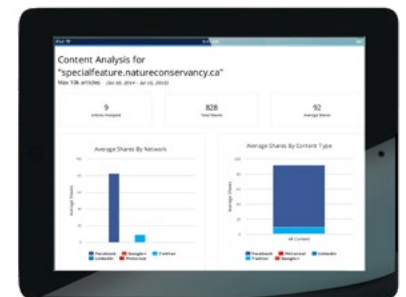
PLUS



> INFLUENCER ENGAGEMENT



> PAID SOCIAL AMPLIFICATION



> REPORTING AND ANALYTICS