

Fraud Prevention Month 2019



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GET INVOLVED BY: Thursday, January 24th
MATERIAL DUE: Thursday, February 21st
INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Published during the 15th Fraud Prevention Month, this special feature highlights the importance of fraud prevention over the years. While today's scams are changing and spreading faster and further, thanks to new technologies, one thing has stayed the same: knowledge is power. By learning about fraud, Canadians can recognize and reject it and help others do the same.

Proposed topics:

- Recognize fraud - Recommendations for staying safe.
- Reject and report fraud - Learn how to respond when things don't feel right.
- New scams - Overview of recent and emerging scams.

GET INVOLVED TODAY. CONTACT:
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REACH YOUR TARGET

IN PRINT

1,148,000

READERS IN THE PRINT EDITION

1,730,000

READERS IN THE PRINT & DIGITAL EDITIONS

ONLINE

7 MILLION

MONTHLY UNIQUE VISITORS

(Globe and Mail multi-platform)

Source: comScore Q2 2017

THE GLOBE AND MAIL
DELIVERS YOUR BEST AUDIENCE:

WITH POWERFUL INTERACTIVITY RESULTS...

**35% HIGHER
READING TIME**

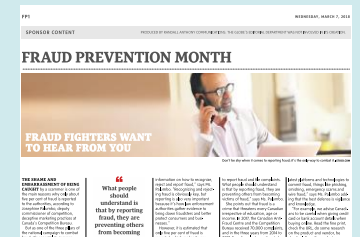
OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

3X HIGHER CTR

ON ADS NEXT TO CONTENT
VS. GAM SITE AND CANADIAN AVERAGE

Source: Omniture, Doubleclick

Click on the report below to see a previous feature on this topic



Sponsor Content Features – Advertising Rates (net)

ADVERTISING OPTIONS

Sponsor Content Features are offered as bundled advertising packages across print and digital media.

PRINT

YOUR CHOICE OF AD SIZE

- Participating advertisers can be featured with quotes and/or images within content space.
- Sponsor content feature will appear with committed advertising in either separate, or relevant newspaper section.

DIGITAL

- 400,000 IMPRESSIONS delivered as contextually placed 300x600 audience engagement units. Features advertiser branding (300x250 big box) above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appears in roadblock next to articles, non-guaranteed impressions.
- Sponsor content articles will run in partner section.

	NATIONAL
FULL PAGE	\$34,937
TWO-THIRDS (2/3) PAGE	\$24,692
HALF (1/2) PAGE	\$19,580
THIRD (1/3) PAGE	\$14,972
QUARTER (1/4) PAGE	\$12,416
BANNER	\$9,894
EIGHTH (1/8) PAGE	\$8,001

ALL RATES INCLUDE 400,000 DIGITAL IMPRESSIONS ACROSS DESKTOP, TABLET AND MOBILE WEB.

IMPRESSIONS DELIVERED AS AUDIENCE ENGAGEMENT UNITS. ONE MONTH DELIVERY. CONTEXTUAL PLACEMENT SUBJECT TO AVAILABILITY, DELIVERY TIMES ARE SUBJECT TO SEASONAL ADJUSTMENTS.

For more information, please contact your
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