

Oral Health



PUBLICATION DATE: Monday April 22nd
GET INVOLVED BY: Monday, March 11th
MATERIAL DUE: Monday, April 8th
INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Oral health is important, and a regular dental care routine and dental examinations not only keep smiles bright and beautiful – they can boost a person’s general health, since current research indicates a strong relationship between inflammatory gum disease – and even cavities – and diseases such as diabetes, heart disease and pneumonia.

Proposed topics:

- **REGULAR CHECKUPS** – From examinations and personalized treatment plans to additional services.
- **INNOVATION** – Advances in oral health products and services.
- **EDUCATION** – Canada’s leading dentistry schools and professional development.
- **ADVICE** – Recommendations for Canadians of all ages, from children to seniors.

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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