



We are pleased to offer four digital-only opportunities to maximize your brand's exposure against contextually-based opportunities. Through desktop and mobile promotion across Globe Alliance properties, you'll receive unprecedented connection with your best customers.

**All packages include:**

- Brand positioning as a 300 x 250 big box and 728 x 90 leaderboard in roadblock next to content
- Audience engagement traffic drivers on -
  - o Globeandmail.com and Alliance Partners as half pages (300 x 600) consisting of a 300 x 250 brand ad over a 300 x 350 content link unit
  - o Globeandmail.mobi as mobile full pages (300 x 450) consisting of a 300 x 250 brand ad over a 300 x 200 content link unit

**INDIVIDUAL PACKAGE COMPONENTS:**

**STANDARD**

- 3 content items related to the report/feature as text based articles
- 400,000 audience engagement drivers - ROS
- 3 week lead time, 4 week delivery time (subject to seasonal adjustments)

**\$9,750** – Regular rate \$15,400

**STANDARD PLUS**

- 5 content items related to the report/feature as text based articles
- 800,000 audience engagement drivers – ROS
- 3 week lead time, 4 week delivery time (subject to seasonal adjustments)

**\$17,900** - Regular rate \$29,800

**ENHANCED**

- 7 content items related to the report/feature as any combination of text based articles, photo galleries, interactive graphics, up to 2 videos
- 1,200,000 audience engagement drivers - contextual
- 6-8 week lead time, 6-8 week delivery time (subject to seasonal adjustments)

**\$28,900** - Reg rate \$51,800

**PREMIUM**

- 13 content items related to the report/feature as any combination of text based articles, photo galleries, interactive graphics, 1 podcast, up to 3 videos
- 2,400,000 audience engagement drivers – audience targeted
- 8 week lead time, 6-10 week delivery time (subject to seasonal adjustments)

**\$55,600** - Reg rate \$113,300

**DIGITAL HIGHLIGHTS\***

**REACH  
17 million**

READERS EVERY MONTH  
ACROSS DESKTOP AND MOBILE  
WITH THE GLOBE ALLIANCE

**WITH MORE  
OPPORTUNITIES TO BE SEEN...**

OUR READERS SPEND  
**24% more time**  
ON A PAGE

**41% of that time**  
IS SPENT WITH AN AD IN-VIEW

AT AN IN-VIEW RATE  
**18% higher**  
than benchmarks

**BY AN ENGAGED  
AUDIENCE...**

OUR READERS  
INTERACT WITH ADS  
**16% more**  
SPEND  
**over 3 minutes**

READING SPECIAL REPORT  
ARTICLES  
AND ARE  
**10% more likely**  
TO WATCH VIDEO  
CONTENT ONLINE

Source: comScore, Moat Analytics,  
Adobe Analytics and Globe Estimates,  
Q2 2016, Vividata Q1 2016 (P12+)

**CONTENT PROMOTION**

**DESKTOP, APP**  
300 x 600  
half page

**MOBILE**  
300 x 450  
full page

**ADVERTISER ADJACENCIES**

**ARTICLE PAGES**

**MAIN LANDING PAGE**