

# GLOBE DIGITAL AND ALLIANCE RATES

Sponsorships							
Globe and Mail - homepage takeover 1.5 million standard IAB format Imps/day, inc. audience extension	with standard IAB formats <b>\$24,000</b>		with Billboard format <b>\$33,000</b>		with Hero ad format <b>\$35,000</b>		
Globe Alliance - all sites homepage takeover 2 million standard IAB format Imps/day	with standard IAB formats <b>\$32,000</b>						
	Rate Type	Run of Site	Lifestyle	News	Business	Auto Small Business Real Estate	Globe Advisor
Standard IAB ad formats	*Apply a 15% premium to rates for Audience targeting						
Run of Globe Network*	CPM	\$22	\$26	\$28	\$30	\$35	\$75
Section Sponsorships	CPM	NA	\$30	\$34	\$36	\$40	\$85
WSJ Digital Network (Standard Ad Formats)	CPM	\$32	\$33	\$35	\$37		
Non-standard ad formats	*Apply a 15% premium to rates for Audience targeting						
Canvas unit (1000 x 700), Portrait (300 x 1050), Billboard (970x250)	CPM	\$44	\$52	\$56	\$60	\$70	\$120
Hero (1800x250 Responsive) & Interscroller ( Full Screen - Mobile Web)	CPM	\$55	\$65	\$70	\$75	\$88	N/A
Video - Globe and Mail + Alliance Partners	* CPCV campaigns require minimum spend of 10k per insertion						
Pre-roll (15 & 30 sec)	CPM	\$65					
Outstream Video (15 & 30 sec)	CPM	\$50					
Outstream Video - 15 Sec	CPCV*	\$0.25					
Outstream Video - 30 Sec	CPCV*	\$0.30					
Email Newsletters (sent to opted-in Globe readers)	CPM		\$30	\$34	\$32	\$40	\$75
Private Exchange (RTB/Programmatic)	Prices subject to market for RTB and/or negotiation for direct programmatic deals						
Globe Response - performance campaigns	Price and model based on your objectives and market conditions						

## ADVERTISING INFORMATION

### Learn more about the Globe Media Group

[Globelink.ca/about-us](http://Globelink.ca/about-us)

### Learn more about our digital platforms

[GlobeLink.ca/digital](http://GlobeLink.ca/digital)

[Globelink.ca/alliance](http://Globelink.ca/alliance)

### Explore upcoming sponsorship opportunities

[GlobeLink.ca/opportunities](http://GlobeLink.ca/opportunities)

### Advertising Information

[GlobeLink.ca/digital-formats](http://GlobeLink.ca/digital-formats)

[GlobeLink.ca/digital-specs](http://GlobeLink.ca/digital-specs)



### Take the next step

Your Globe Media team is ready to assist you in planning, deploying and measuring your next campaign.

Let's make it the most successful one yet.

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