

Seasonal Allergies



PUBLICATION DATE:

Tree Pollen – Monday March 25th, Grass Pollen – Monday May 13th,
Weed Pollen – Monday July 8th

GET INVOLVED BY: Monday, Feb 4th, Mar 25th, May 20th

MATERIAL DUE: Monday, Mar 11, Apr 29th, June 24th

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

There has been a steady increase in the prevalence of allergic diseases, and seasonal allergies are no exception. They develop when our immune system overreacts to something in the environment, usually when certain plants pollinate during spring, summer or fall. While factors ranging from genetics and environmental conditions all play roles, the risks and complications of allergies can be greatly reduced. Proposed topics and timing:

- **AWARENESS** – Becoming allergy-aware for better outcomes.
- **RESEARCH** – Advances in understanding triggers and responses.
- **TREATMENT** – Help for managing allergies.
- **INNOVATION** – New tools and products.
- **TREE POLLEN FOCUS** timing March
- **GRASS POLLEN FOCUS** timing May
- **WEED POLLEN FOCUS** timing July

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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