

Hearing loss



PUBLICATION DATE: Monday April 22nd & November 18th
GET INVOLVED BY: Monday, March 11th & Monday, October 7th
MATERIAL DUE: Monday, April 8TH & Monday, November 4th
INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

While auditory impairment can occur at any point during an individual’s life, age-related hearing loss is one of the most common conditions affecting older Canadians. Early detection, treatment and mitigation can often slow progression of hearing impairment and address some of the associated risks, such as isolation, depression and the breakdown of social networks.

Proposed topics:

- **TESTING AND INTERVENTION** – When and how to seek help.
- **TECHNOLOGY AND INNOVATION** – Assistive technology for people living with hearing impairment.
- **ADVOCACY** – Creating awareness and support.

GET INVOLVED TODAY. CONTACT:
RICHARD DEACON, Project Manager, rdeacon@globeandmail.com

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
Globe and Mail Project Manager Richard Deacon - rdeacon@globeandmail.com