

# Diagnosis: Cancer



**PUBLICATION DATE:** Monday, April 29th  
**GET INVOLVED BY:** Monday, March 18th  
**MATERIAL DUE:** Monday, April 15th

**INVESTMENT:** SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

In Canada, there were an estimated 80,800 deaths from cancer and 206,200 new cancer diagnoses in 2017. With cancer being so widespread that about one in two Canadians will develop cancer in their lifetimes and one in four will die of the disease, what is the outlook? We highlight the network of support and hope created by survivors, advocates, health-care providers and researchers.

**Proposed topics:**

- OUTLOOK.** Canada's healthcare system's response to the rise of cancer.
- THERAPIES.** Targeted therapies for better treatment process and survival rates.
- RESEARCH.** New research findings offering hope for cancer patients.
- SUPPORT.** Profiling initiatives that support cancer patients and their families.

**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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