

Genetics - World DNA day



PUBLICATION DATE: Thursday, April 25th
GET INVOLVED BY: Thursday, March 14th
MATERIAL DUE: Thursday, April 11th

INVESTMENT: SPECIAL NATIONAL FEATURE OR CONTRACT RATES APPLY

Published on World DNA Day, this special feature explores the technological advancements that have made genetic testing quicker, cheaper and more accessible, so results can be leveraged to accelerate findings in disease prevention, improve treatment methods and even lead to genetic paths for cures. How can genetic testing empower Canadians to make informed decisions as well as provide valuable research data?

Proposed topics:

PERSONALIZED MEDICINE – Informed decisions leading to best health and wellness outcomes.

RESEARCH – Genetic testing research accelerating disease prevention and treatments.

INNOVATION – Next generation testing and results.

HEALTH-CARE IMPACT – Leveraging leading-edge tools and technology.

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**

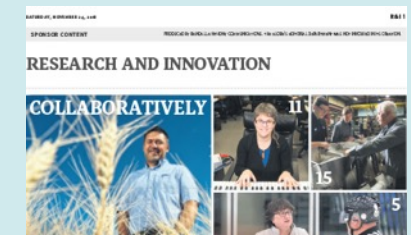
OVER 2 MINUTES ON SPECIAL REPORT
ARTICLES VS. GAM SITE AVERAGE

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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