

CANADIAN UNIVERSITY REPORT - 2020



PUBLICATION DATE: Friday, November 8, 2019

GET INVOLVED BY: Friday, October 4, 2019

MATERIAL DUE: Friday, October 18, 2019

INVESTMENT: SPECIAL REPORT OR CONTRACT RATES APPLY

Questions about university are not limited to high-school students considering their postsecondary education. Parents and even grandparents want to help students make the right choices too. With an eye to future employment as well as practical advice around choosing a university, preparing for the post-high school experience is of utmost importance.

The 2020 Canadian University Report will address these issues and more. Along with the always-relevant school profiles, The report will discuss career issues facing young people and provide tips on tackling the new and big issues facing them in the world. Complemented with advice from current and former students, as well as university staff and experts in fields such as finance, mental health and employment, it's a fantastic resource guide.

New this year will be greater distribution across The Globe's full national channels, facilitated by its presentation as a broadsheet newspaper offering. All content will appear on Globeandmail.com and socially promoted across appropriate platforms, ensuring connection with students and parents alike.

For additional information, contact your Globe and Mail Account Manager, or
Andrea D'Andrade, Senior Manager, Special Products adandrade@globeandmail.com

REACH YOUR TARGET

ONLINE

Globeandmail.com

4.3 Million

WEEKLY DIGITAL READERS

Source: Vividata Fall 2018 National Total readers

Globe Alliance

18.6 Million

MONTHLY UVs

Source: comScore Q2 2018 average, multi-platform

IN PRINT

National Edition

848,000

WEEKDAY PRINT READERS

Source: Vividata Fall 2018 National Total readers

THE GLOBE AND MAIL DELIVERS YOUR BEST AUDIENCE:

- 1.4 Million Globe readers have high school aged children 12-17yrs in their households
- 253,000 readers have children graduating from high school in the next year – INDEX 115
- Globe readers who have children expecting to graduate high school earn on average HHI of \$110,969, 35% above the Canadian average.

Source: Vividata Fall 2018, based on National Total reader

ACHIEVE POWERFUL 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

Canadian University Report – National Advertising Rates (net)

Option “A” - Print and Digital Bundle

PRINT

- YOUR CHOICE OF AD SIZE, Advertising space can consist of brand ad and/or client approved content. Additional investment applicable for client approved content.



DIGITAL

- IMPRESSIONS offered as part of the print+digital package delivered as contextually placed 300 x 600 audience engagement units, featuring advertiser branding -300x250 big box - above links to articles.
- Advertiser branding as 300x250 big box + 728x90 leaderboard also appear next to articles, those impressions are non-guaranteed.

PRINT + DIGITAL	NATIONAL
FULL PAGE + 300,000 impressions	\$26,000
TWO-THIRDS (2/3) PAGE + 300,000 impressions	\$19,500
HALF (1/2) PAGE + 300,000 Impressions	\$17,200
THIRD (1/3) PAGE + 150,000 impressions	\$10,900
QUARTER (1/4) PAGE + 150,000 impressions	\$9,100
BANNER + 100,000 impressions	\$6,500

ALL DIGITAL IMPRESSIONS EXTEND 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.

Option “B”- Print Only

PRINT	NATIONAL
FULL PAGE	\$22,000
TWO-THIRDS (2/3) PAGE	\$15,300
HALF (1/2) PAGE	\$13,600
THIRD (1/3) PAGE	\$8,800
QUARTER (1/4) PAGE	\$7,000
BANNER	\$5,100

Option “C” - Digital Only

500,000 impressions

- 15,000 next to special report content
- 485,000 co-branded audience engagement units

NEXT-TO-CONTENT IMPRESSIONS: Delivered as roadblocked leaderboard and big box. Globe reserves the right to limit next-to-content availability.

CO-BRANDED IMPRESSIONS: 300 x 600 contextual and/or other targeted placement on Globe and Alliance. Multi-platform as available.

- One-month delivery on all impressions, subject to availability and seasonal adjustments.
- Post-campaign reporting.

DIGITAL ONLY INVESTMENT - \$11,500 (net)

New for Canadian University Report 2020: INFLUENCER PROGRAM

Engage potential students with an effective and attention-grabbing influencer program that drives awareness of the successes and attributes delivered by a school or organization.

The Globe and Mail will match the sponsor to a social media influencer with a unique tie to the school, organization or program of study. Examples of influencers could include a current student or past graduate discussing their experience attending that institution or an individual who can articulate the benefits of a particular area of academic expertise against audience career aspirations.

Why Influencers with The Globe?

Unlike typical influencer networks, which only access an influencer's own channels, we leverage Globe digital and print platforms to host content and further amplify your program with greater reach and brand alignment.

Content creation

Written in an authentic voice & customized to client objectives

Brand discovery

Enhance your association with branded content drivers

Social amplification

Influencer's social channels & targeted paid social promotion

8-week lead time for execution



Investment Package

Option "A" – Regional Influencer Program
(10-20k followers, regionally targeted media)
\$25,000

Option "B" – National Influencer Program
(<100k followers)
\$35,000

What's Included?

- **The Influencer & The Globe:**
 - 1 article by the influencer with original image assets hosted on globeandmail.com
 - Influencer promotes the article and their organizational relationship on their own social media platform in 1 – 2 posts
 - Globe Content Studio amplifies through their social channels
 - **Advertiser Branding:**
 - Mentioned in all social posts
 - 100% SOV ad surround of influencer article pages on globeandmail.com
 - Advertiser branding on targeted content driver ad units across Globe Alliance and Globe Response performance network
 - Advertiser branding on content distribution units (billboard, lightbox and/or 300x600 unit) with influencer content incorporated
 - **Print Add-On:**
 - Extend digital influencer program into print Canadian University Report.
 - Includes (1x) full page featuring ½ page Influencer content above ½ page advertiser branding
- Special add-on investment: \$10,000 net**
(with the purchase of Option "A" or "B")